

CES 2021

A partnership with lotus823



Secure your spot as a well-positioned brand in the tech industry's new landscape with CES 2021's all-digital experience! Our team of seasoned CES marketers has vast experience managing award and editorial opportunities surrounding the show, and 10+ years of deep relationships with the tech industry's top media contacts. Together, we can ensure that your brand is uniquely positioned to gain maximum exposure by effectively launching new products and engaging with global media, ensuring a lasting impact from the biggest tech event of the year.

3,900+ exhibitors attended CES 2020. How will your brand stand out?

THE ACTION PLAN

- Launch a compelling, targeted media relations campaign that engages an extensive network of press and industry contacts to increase awareness, visibility, and credibility as related to the following:
 - Build buzz about and drive media coverage of your brand's online presence at CES 2021.
 - Increase brand awareness and visibility for your brand's mission and products.
 - Garner organic media exposure for your brand and its products among targeted press across various relevant verticals.
- Creation of media materials such as a press kit, media alert, and official press release.
- Awards & media opportunity research and recommendations.
- Outreach to pre-registered media list and customized lotus823 contacts to secure interest, product coverage, and executive interviews.

CES Defining Digital

\$5,250

Includes:

- Creation CES 2021 media materials
- Targeted media relations campaign, including outreach to pre-registered media
- Key editorial and award opportunity research and submission, as applicable
- Post-show campaign report

CES Level Up

\$7,125

Includes:

- Everything in "CES Defining Digital," plus:
- Inclusion in lotus823's Virtual CES Pitch Party
- Post-CES media campaign to continue momentum with media regarding CES 2021 meetings

CES Early Bird Offer

\$6,625

Includes:

- Everything in "CES Level Up," at a special discounted rate if signing up prior to October 16, 2020.



Build a Partnership

Contact David Hernandez, Managing Partner

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lotus823 is an award-winning integrated marketing team with over 40 awards including Best Small Agency from PR Daily and Ragan's Ace Awards and Inc. Best Places to Work.