

# The Power of Partnership:

## Reach new audiences for your event through vendor partnerships

Presented at:



April 18, 2024



# Leveraging your vendor/partnerships

- **Increase audience exposure**
- **Offer efficiencies to exhibitors and show management**
- **RIO for exhibitors and possible revenue for the event**
- **Train your exhibitors on which vendors are approved**

Centralize your show's services in one place

Press releases available through Exhibitor Resource Center

## Exhibitor Directory Metrics

See how users are engaging with your company's directory listing



VIEWS  
1,961

LEADS  
81

CLICKS  
290

[View Performance Insights →](#)

## Checklist



Past Due (0)

Upcoming Deadlines (0)

Completed (2)

[All Checklist Items →](#)

## Register for CES 2024

Register yourself and your exhibitor personnel for CES.

[Register Now →](#)

## Order Access to Badge Scans

View your on-site lead retrieval portal to learn more about badge scanning options and order access to your booth's leads.

[Visit Lead Retrieval Portal →](#)

## Boost Your Directory Listing



Purchase a package and get **3x more visibility** than exhibitors without a package

[Boost my Listing →](#)

## Resources & Support

### KEY RESOURCES

[Customer Support](#)

[Exhibitor Manuals](#)

[Registration Guides](#)

[Exhibitor Newsletter Archive](#)

[View All Resources →](#)

## Exhibitor Newsletter Archive

Missed an Operations Alert email? Review all messages to CES 2024 exhibitors.

[View Archive →](#)

## PR Newswire

Purchase and submit your press releases to PR Newswire

[Click Here →](#)

Take advantage of  
PR Newswire's  
unparalleled reach

## Pickup

191.4M

TOTAL POTENTIAL AUDIENCE

306

TOTAL EXACT MATCHES

### TOP EXACT MATCH PICKUP



Yahoo! Finance  
46.9M visitors/month <sup>[1]</sup>



AP NEWS [The ...  
38M visitors/month <sup>[1]</sup>



MarketWatch  
13.1M visitors/month <sup>[1]</sup>



KTLA [Los Ang...  
6M visitors/month <sup>[1]</sup>



PR Newswire  
5.5M visitors/month <sup>[1]</sup>



Seeking Alpha  
5.4M visitors/month <sup>[1]</sup>



Finanzen.net  
4.4M visitors/month <sup>[1]</sup>



Benzinga  
3.3M visitors/month <sup>[1]</sup>



Morningstar  
3.2M visitors/month <sup>[1]</sup>



WJW-TV FOX-8 ...  
3.1M visitors/month <sup>[1]</sup>



WFLA [Tampa, FL]  
3M visitors/month <sup>[1]</sup>



WXIN-TV FOX-5...  
2.4M visitors/month <sup>[1]</sup>



KRON [San Fra...  
1.8M visitors/month <sup>[1]</sup>



KXAN-TV NBC-3...  
1.8M visitors/month <sup>[1]</sup>



WKRN [Nashvil...  
1.7M visitors/month <sup>[1]</sup>

[DATA SOURCES](#) ▶

[VIEW FULL PICKUP ANALYSIS](#)

### Views & Engagement

Views & Engagement data will continue to mature over time. Totals below are expected to have reached 98% maturity when the circles below are darker in color.

10,182

RELEASE VIEWS

4

SHARES

1,473

CLICK-THROUGHS

**The industry's most  
comprehensive,  
targeted network**

Product	Description
<b>US1 National</b>	PR Newswire's most extensive distribution in the US: reach thousands of media outlets, trade publications, blogs, journalists, and 4,000+ websites across all 50 states.
<b>Top Tech Markets</b>	Deliver your news to media points and websites in cities and states throughout the US with a key focus on technology. Includes distribution to California, Chicago, Georgia, Massachusetts, New York Metro, North Carolina, Texas, Washington, and District of Columbia.
<b>NY Metro</b>	Distribution to newsrooms in New York City, Long Island, Southern Connecticut, and Northern New Jersey with national online reach.
<b>WebMax</b>	Web-only distribution to 1,800+ websites in the US (does not include distribution to traditional media points or newsrooms).
<b>Multimedia</b>	Drive up to 3 times more engagement by adding images, videos, or logos to your press release.

## Releases and Statistics

### Current Backyard Electrifies Outdoor Cooking with Launch of Game-Changing Grill & Griddle



NEWS PROVIDED BY  
**Current Backyard, LLC**  
Jan 06, 2024, 09:38 ET

SHARE THIS ARTICLE



*CES Innovation Award Honoree to Exhibit at CES® 2024; Visit Booth CP-14, Central Plaza*

LAS VEGAS, Jan. 6, 2024 /PRNewswire/ -- **Current Backyard** will introduce the new fully Wi-Fi enabled Current Model G Dual-Zone Electric Grill and Current Model G Electric Griddle at **CES** from January 9-12, at Booth CP-14 at the Las Vegas Convention Center's Central Plaza.

Attendees are encouraged to stop by the **Current Backyard** booth for daily food demos, and on **January 10 from 3-5 pm to experience the future of grilling with celebrity chef Esther Choi**. Chef Choi will showcase the incredible connected features of the grill, while cooking an exclusive recipe. Media can also preview the grill at **CES Unveiled Las Vegas** on January 7 at the Mandalay Bay at table 500 from 5-8:30 pm.



A **CES Innovation Awards** Honoree in the Smart Home category from the Consumer Technology

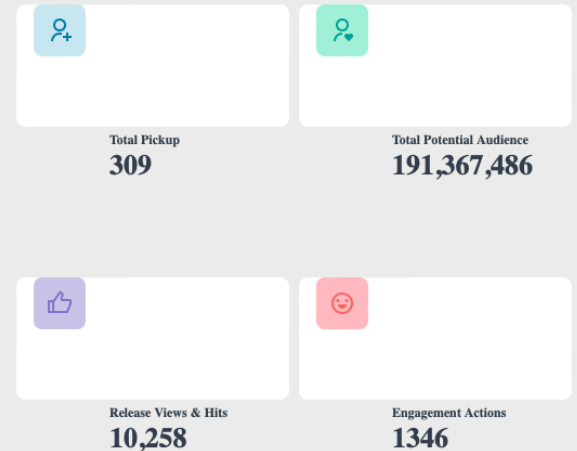
# 80% Increase in Views

# 50% Increase in Leads

Snapshot report (30 day report):

## Current Backyard Electrifies Outdoor Cooking with Launch of Game-Changing Grill & Griddle

English | Story Number: CL05626 | Clear Time: Jan 06, 2024 9:38 AM ET

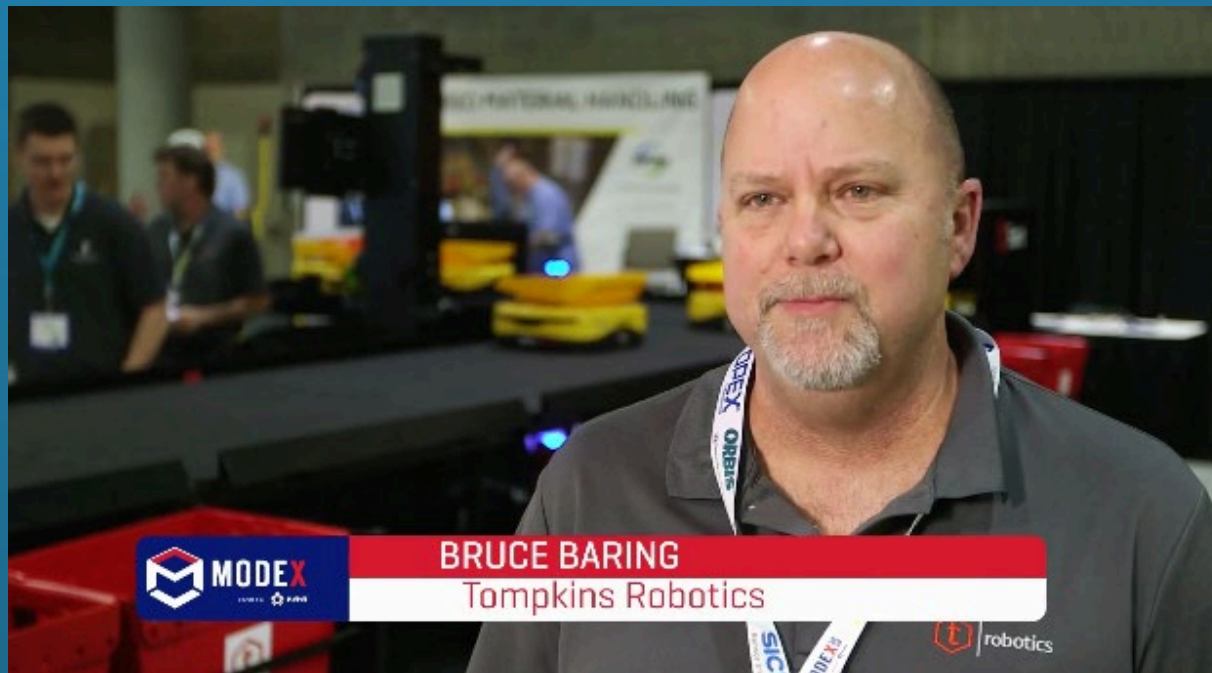




**Increase Your Show's  
Through Immersive  
and Compelling  
Exhibitor Content**

- **Event promotion through exhibitor marketing efforts**
- **Branded content that references the event**
- **Videos professionally edited**
- **Reshare content on your platform**

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and Compelling  
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## EXHIBITOR VIDEO CLIPS

- Using their own content
- Professionally edited and branded by CNTV
- exhibitors can generate buzz about your show in advance

## IN-BOOTH VIDEO RECORDING

- Videos recorded on the show floor
- Promote the show by re-sharing videos posted by exhibitors
- Continued utilization after the event

# Ben Dunlap

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