

TechDebut

Now in its eighth year, **TechDebut** is the most cost-effective way to reach media at the very start of the Consumer Electronics Show (CES)[®] -- more than 300 reporters typically attend each TechDebut, which focuses on new products, startups, international companies, mobile, VR and blockchain/cryptocurrency companies.

Many great companies have launched at TechDebut, including YapTV (2010), Liquipel (2012), Ethereum (2014), Fatom & Storj (2015) and Quantum Leap VR cameras (2016). Reporters from ABC, AP, BBC, Bloomberg, *BusinessWeek*, *Engadget*, *Financial Times*, *Forbes*, Fox News, *Mashable*, *NY Times*, *TechCrunch*, *Wall Street Journal*, *Wired* and many more have attended and written stories about the participants.

This year, TechDebut will take place at the Mandalay Bay Hotel and Casino on Tuesday, January 3, in a series of private suites. The event will take place directly after the official CES media events, which are also in Mandalay Bay, and is the earliest independent media showcase of the conference, allowing stories to break well before the showfloor opens.

The event takes place from 8-11 pm and includes food and premium wine and beer. Please choose from one of the options below that best suits your needs.

Basic Display \$2,500 (all-inclusive, early pricing) (\$3,000 after December 22)	<ul style="list-style-type: none"> • Presence in media alert and website. • Display table in shared suite. • Two company presenters allowed.
Full Suite \$3,500 (all-inclusive, early pricing) (\$3,000 after December 22)	<ul style="list-style-type: none"> • Presence in all promotions and media outreach, including media alert and website. • Customizable display inside 1,050 sq ft Strip View suite. • Three company presenters allowed.
Deluxe Suite \$5,000 (all-inclusive, early pricing) (\$5,500 after December 22)	<ul style="list-style-type: none"> • Enhanced presence in all promotions and media outreach. • Customizable display in 1,705 sq ft Strip and mountain view suite. • Four company presenters allowed.
Media Suite \$7,500 (all-inclusive, early pricing) (\$8,000 after December 22)	<ul style="list-style-type: none"> • Top billing at event in all promotions and media outreach. • Customizable display inside 2,170 sq ft media suite. • Home theater style set-up with 65-inch LED TV and surround-sound home theater • Six company presenters allowed.
All TechDebut exhibitors include	<ul style="list-style-type: none"> • Power strip, table display area, wifi included. • Staff escorts media from room to room; food and drinks provided. • Map of all exhibitors with descriptions of offerings & company contact information for follow-up.
Additional CES opportunities from Transform Group	
CES Party List (www.cespartylist.com) \$1,000 (highlighted listing) \$2,000 (highlighted listing & sponsor) \$4,000 (top sponsor)	<ul style="list-style-type: none"> • 100,000+ uniques during CES timeframe • Ranks #1 on Google for "CES parties" • Top resource for media and VIPs to find best, exclusive parties and events at CES
CES Party List Party <i>Saturday, January 7, 6:30 pm-midnight</i> \$1,000 (silver sponsor) \$2,000 (gold sponsor) \$4,000 (platinum sponsor)	<ul style="list-style-type: none"> • 300 VIPs attend, many CEOs, investors & media • Full gourmet buffet, beer and wine • Platinum & gold sponsors can speak to group • Signage at entrance; logo on tickets
Curated Press Outreach and/or Events at CES	<ul style="list-style-type: none"> • 30-year history of successful media events • Please ask for customized proposal.

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