



Cision Frequently Asked Questions

What is the online exhibitor media center?

The CES [exhibitor media center](#) is an online version of the physical press room where news, images, videos and other collateral surrounding CES is gathered into one place for easy access for the media. The online media center is public and not password-protected so both the media attending CES and media outside of the event have access to its content before, during and long after the show.



Where does the online exhibitor media center appear?

The online media center appears or will appear in the following places:

- the CES website -> <https://ces.tech/media.aspx>
--> "Exhibitor Press Releases"
- In the onsite media center during CES 2022, there will be a QR code for media to access the online exhibitor media center

I have a media kit on my website, why do I need another one?

According to the [Cision 2021 State of the Media report](#), almost half of journalists cover more than 5 beats due to shrinking news room staff. Anything that saves a journalist time will increase your chances of getting media coverage. By having your news on the online exhibitor media center it will save the media time since exhibitor news and assets are in one place.

How long does my media kit stay online?

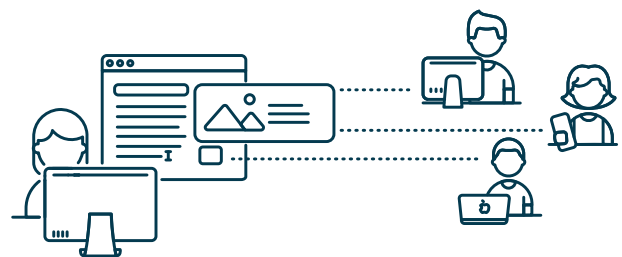
Media kits will stay live on the CES 2022 Exhibitor Media Center for 9 months or until sales begin for the 2023 event.

I have an enhanced exhibitor directory listing, how is a media kit different?

An enhanced exhibitor listing is mainly for the attendee/buyer audience and it is not public as it is password-protected. An online media kit will be public 24/7 before, during and after the event and it is for a media-facing audience. The information you put on an online media kit should differ from an enhanced exhibitor listing and should have other items to help journalists write their stories such as b-roll, images, quotes, and product specifications.

Does my online media kit get distributed?

In addition to appearing on the CES exhibitor media center, all news releases that are less than 1 month old will be emailed to the CES 2022 attending media list. Also, if purchased by the roundup deadline, media kits are featured in a complimentary exhibitor profiles roundup release sent over PR Newswire's national distribution. See example [here](#).





Cision Frequently Asked Questions (cont.)

Where do press releases distributed by PR Newswire go?

Depending on the product chosen, PR Newswire distribution goes to:

- 4,000 websites
- relevant traditional media points (newspapers, magazines, TV and radio stations) in all 50 US states
- over 20K industry influencers



Why is distributing a press release for CES important?

Almost all companies featured on CES's [Exhibitor Success Stories](#) have one thing in common - they used press release distribution services before the event. See a deep dive of two of the success stories and how they used press release distribution as part of their multichannel earned media strategy:



CES 2020:
The secret to boosting media success

Watch on YouTube

How do I measure how my media kit and press release performed?

Exhibitor media kits will receive weekly and monthly emails with the number of visitors, page views, and actions taken on the media kit. A custom "life of press kit" report can also be put together upon request. Press releases distributed over PR Newswire all come with a Visibility Report that shows exact match placements, public and media views, and engagement actions. Visibility Reports are sent 2 hours, 48 hours, 5 days and 30 days after distribution.



What package should I buy?

Depending on your desired audience and amount of content, our packages start from \$425. To discuss the different levels and find the best package based on your needs, please call 973-783-7787 or email VPO@cision.com. Once you decide on a package you can [order here](#).

None of the packages fit my needs, what do I do?

We offer numerous other geographies and can also create custom multi-release packages. If you'd like a customized package, please email VPO@cision.com and we'll put you in touch with a dedicated sales representative.



Ready to order? Order here: <https://ces.vporoom.com/order>