



Consumer  
Technology  
Association®

# ATTENDANCE AUDIT SUMMARY

**CES® 2024**

JAN. 9-12, 2024 | LAS VEGAS, NV | CES.tech

# Letter From Consumer Technology Association (CTA)<sup>®</sup>

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Consumer  
Technology  
Association<sup>®</sup>

As the world's most powerful technology event, CES brings together exhibitors, business leaders, industry experts, policymakers and media to show off the technology of tomorrow and the innovations that are solving today's biggest challenges. The show serves as an important business-to-business hub, fostering connections between prospective business partners, collaborators and buyers. We don't just bring together *big* audiences – we convene the decision-makers, innovators and thought leaders moving our industry forward.

Building on the fall 2023 announcement at the United Nations of technology as a pillar of the 'Human Security for All' framework, CES 2024 highlighted the technologies that are improving lives, across a range of new advances in artificial intelligence, robotics, automotive and mobility, sustainability, accessibility, digital health and more. In an increasingly complex and volatile world, these technologies create opportunities to bring people closer together and support economic, food, health, environmental, personal, community and political security.

Of course, the 'world's most powerful tech event' moniker isn't just something we've given ourselves. It's demonstrated in our verified show data. CES 2024 drew 138,789 attendees from around the globe, including more than 80,000 industry attendees and 5000 media. That includes 56,432 attendees from outside the United States – more than 40% of the total and the largest percentage of international attendees to ever attend CES. With more than 10% growth across the show floor, the show featured more than 4300 exhibitors, including a record 1400+ startups in Eureka Park.

We're proud to present these numbers after a strict auditing process following the requirements set out by UFI, the Global Association of the Exhibition Industry. CES stands proudly among the most transparent of American trade shows that follow UFI auditing standards. We use an independent auditor, so that attendees and the broader industry can trust what we say about attendance and attendee interest. Please take a few minutes to see detailed information on CES 2024 in this *CES 2024 Attendance Audit Summary*.

Thank you for your interest in, and support for, CES. We hope to see you back in Las Vegas for CES 2025, January 7-10.



A handwritten signature in black ink, appearing to read 'Kinsey Fabrizio'.

**Kinsey Fabrizio**  
President  
Consumer Technology Association



A handwritten signature in black ink, appearing to read 'John T. Kelley'.

**John T. Kelley**  
VP, CES and Show Director  
Consumer Technology Association

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# Introduction

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## PREFACE

CES is the world's gathering place for all who thrive on the business of consumer technologies. It has served as the proving ground for innovators and breakthrough technologies for 50-plus years – the global stage where next-generation innovations are introduced to the marketplace. As the largest hands-on event of its kind, CES features all aspects of the industry. Owned and produced by the Consumer Technology Association (CTA)<sup>®</sup>, it attracts the world's business leaders and pioneering thinkers.

Visit [CES.tech](https://CES.tech) for news and information about the show.

To speak directly with a CES sales representative regarding exhibit space or promotional opportunities, please contact us at [ExhibitSales@CTA.tech](mailto:ExhibitSales@CTA.tech).

## AUDIT SOURCES

The *CES 2024 Attendance Audit Summary* provides exhibitors and prospects insight into those in attendance at CES. This information will aid in evaluating opportunities and maximize your ROI from CES. Information included in this document was derived from:

- Alliance for Audited Media CES 2024 Exhibition and Conference Audit Report
- CES 2024 Registration Data, provided by Maritz
- 2023 Fortune Global 500 list
- 2023 Twice Top 50 CE Retailers

## Alliance for Audited Media

AAM provides an independent, third-party verification of CES attendance, attendee demographic information, records and record-keeping systems. It is important that CES exhibitors have valuable, accurate attendance data to enhance market analysis and verify the show's merits



# Attendance Highlights

The following numbers are highlights of the top attendance segments and represent a snapshot of CES attendance. For more information, please contact a sales representative at [ExhibitSales@CTA.tech](mailto:ExhibitSales@CTA.tech).

## CES 2024 TOTAL ATTENDANCE OVERVIEW

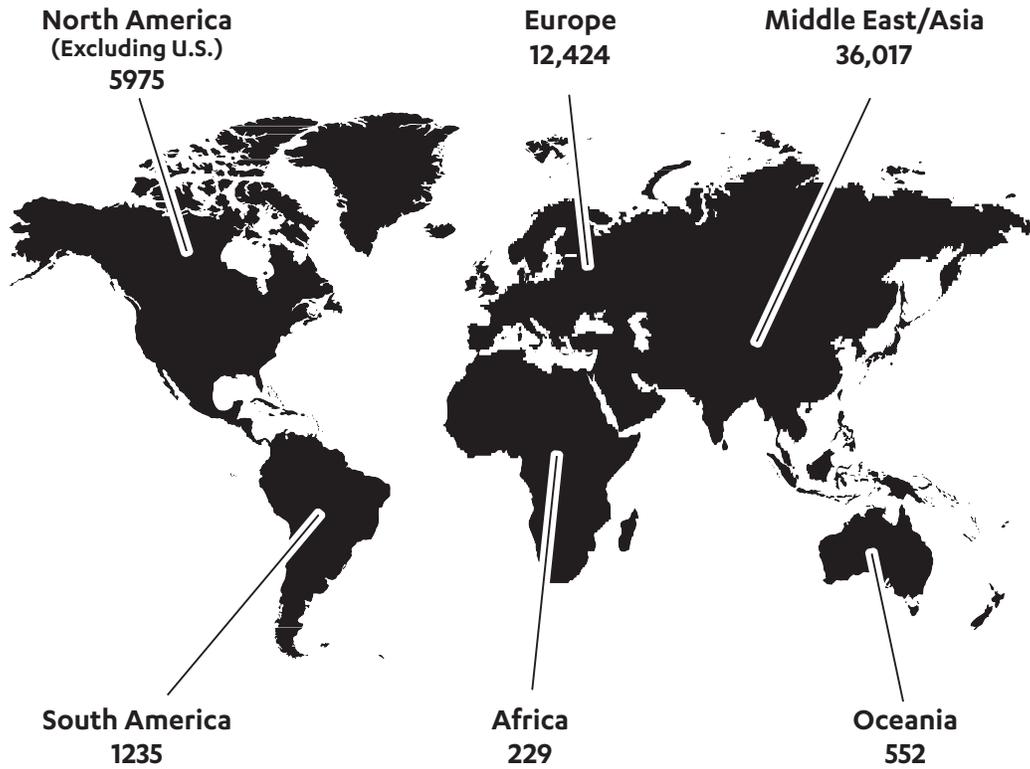
Registration Type	Domestic	International	Total Verified Attendance
Industry Attendees	50,242	29,782	80,024
Exhibitor Personnel	28,820	24,590	53,410
Media	3,295	2,060	5,355
<b>Total Verified Attendance</b>	<b>82,357</b>	<b>56,432</b>	<b>138,789</b>

CES 2024 attracted **302** of the 2023 Fortune 500 Companies

Job Title	Verified Attendance	% of Total Verified Attendance
President/Founder	15,723	11.7%
C-Level Executives	12,768	9.5%
Vice President/SVP/EVP	17,410	13%
Director/Sr. Manager/General Manager	23,393	17.5%
<b>Total Senior-Level Executives</b>	<b>69,294</b>	<b>51.9%</b>

# International Attendance

CES welcomed a global audience with 56,432 international visitors from 161 countries, regions and territories.



# 40.6%

of CES 2024 attendance came from outside of the United States

## TOP 20 COUNTRIES, REGIONS & TERRITORIES IN ATTENDANCE

Country	Verified Attendance	Country	Verified Attendance
United States	82,357	Italy	838
South Korea	15,802	Netherlands	754
China	8,346	Turkey	653
Japan	6,077	Sweden	609
Canada	3,761	Hong Kong, SAR	571
Germany	2,974	Israel	537
France	2,582	India	486
Taiwan	2,096	Singapore	457
United Kingdom	1,837	Australia	434
Mexico	1,551	Brazil	416

# Speaker Highlights

Top executives and government leaders at CES 2024 presented their insights and vision for the industry's future, with presentations from:

- will.i.am, Creative Innovator & Musician, Mercedes-Benz USA
- Dorothy Ann Advincula, Global Head of Audience, Insights & Measurement, Uber Advertising
- Byron Allen, Founder, Chairman, & CEO, Allen Media Group, LLC
- Utkarsh Ambudkar, Actor/Musician, Freestyle+
- Cristiano Amon, President and CEO, Qualcomm
- Tulani Andre, Vice President, Social Media, National Geographic
- Linda Anegawa, Chief of Medicine, Noom
- Maria Anhalt, CEO, Elektrobit
- Clarence E. Anthony, CEO & Executive Director, National League of Cities (NLC)
- Sheri Bachstein, CEO, The Weather Company
- Perissa Baily, Vice President, General Manager eSolutions, Brunswick Corporation
- Lauryn Bosstick, CEO, Podcaster, Entrepreneur, The Skinny Confidential
- Michael Bosstick, CEO, Podcaster, Entrepreneur, Dear Media
- Gail Boudreaux, CEO, Elevance Health
- Dr. Roland Busch, CEO, Siemens
- Kisun Chung, Vice Chairman and CEO, HD Hyundai
- Mark Cuban, Co-Founder, Cost Plus Drugs
- Josh Davis, Group Vice President & Chief Cybersecurity Officer, Toyota Motor North America & Toyota Connected North America
- Amelia DeLuca, Chief Sustainability Officer, Delta Air Lines
- Katie Dombrowski, Vice President CPG Partnerships, Pinterest
- Robert Downey Jr., Actor, Aura Investor & Board Member, Team Downey
- Joe Eberhardt, President & CEO, Jaguar Land Rover North America
- Nikki Fargas, President, Las Vegas Aces
- Adena Friedman, Chair and CEO, Nasdaq
- Patrick Gelsinger, CEO, Intel
- Chris Gibbons, Founder & CEO, The Greystone Group Inc.
- Stedman Graham, Chairman & CEO, S. Graham & Associates
- Blake Griffin, Co-Founder, Mortal Media
- Catie Griggs, President, Business Operations, Seattle Mariners
- Catherine Halaby, Head of Entertainment, TikTok
- Skarphedinn Hedinsson, CTO, LA Rams
- Nicolas Hieronimus, CEO, L'Oréal
- Brian Higgins, Chief Customer Experience Officer, Verizon
- Stephen Hoge, President, Moderna
- Barbara Humpton, President & CEO, SIEMENS
- Tony Isetta, Vice President Head of Content Marketing, National Football League
- Jo Ann Jenkins, CEO, AARP
- Derrick Johnson, CEO, Encounter AI
- Judy Johnson, Director, Gaming, HP Inc.
- Michael Kassan, Chairman & CEO, MediaLink
- Jeffrey Katzenberg, Founding Partner, WndrCo
- Allegra Krishnan, Vice President and Chief Loyalty & Engagement Officer, McDonald's
- Dimitri Kusnezov, Under Secretary, Department of Homeland Security
- Ryan Lakin, Division Vice President, Medical Devices, Abbott
- Brian Lawlor, President, Scripps Sports
- Megan Lee, Chairwoman & CEO, Panasonic
- Laura Major, CTO, Motional
- Doug McMillon, CEO, Walmart
- Grant Michaelson, Vice President, Business Affairs, Disney Branded Television
- Jennifer Mitchell, President, CBS Television Stations
- Latoya Peterson, Co-Founder/CXO, Glow Up Games
- Jennifer Prince, Chief Commercial Officer, LA Rams
- Marija Radulovic-Nastic, Chief Technology Officer, Electronic Arts Inc.
- Jen Sargent, CEO, Wondery
- Sarah Schinckel, Director Emerging Technologies, John Deere
- Liz Schmidlin, PhD, Lead User Research, PlayStation
- Thomas Schmitt, Global Director, Cybersecurity (CISO), AB-InBev
- Lori Schwartz, Founder & CEO, StoryTech
- Michael Lee Sherwood, Chief Innovation and Technology Officer, City of Las Vegas
- Hon. Rebecca Slaughter, Commissioner, Federal Trade Commission
- Evan Spiegel, Co-founder and CEO, Snap
- Lisa Spelman, Corporate Vice President and General Manager Intel Xeon Products & Solutions, Intel
- Fiona Tan, Chief Technology Officer, Wayfair
- Nickole Tara, Chief Growth Officer, Cirque du Soleil Entertainment Group
- Lynn Teo, Chief Marketing Officer, Northwestern Mutual
- Dara Treseder, Chief Marketing Officer, Autodesk
- Brian Van Harlingen, Chief Technology Officer, Belkin International
- Anthony Veneziale, Co-CEO, freestyle+
- Kathy Vidal, Under Secretary of Commerce for Intellectual Property and Director, USPTO
- Lizzie Widhelm, Senior Vice President B2B Marketing and Ad Innovation, SiriusXM Media

# Attendance Profiles

## JOB TITLE BREAKDOWN

	Industry Attendee	Exhibitor Personnel	Total Verified Attendance
Analyst	1329	312	1641
Buyer	1782	301	2083
Creative Professional	691	985	1676
Engineer	5800	3831	9631
Manager/Store Manager/ Product Manager	5037	4846	9883
Manufacturer's Representative	418	523	941
President/Founder	12,734	2989	15,723
Production Technician	289	616	905
Systems Installer/Integrator	264	167	431
Trainer/Educator	599	304	903

## ENTERTAINMENT & ADVERTISING COMMUNITY\*

Industry Attendees	Total Verified Attendance
Advertising & Marketing	5781
Content, Media & Entertainment	2871
Total Advertising & Entertainment	8652

## TOP 20 REPRESENTATION FROM TWICE'S TOP 50 CE RETAILERS OF 2023

Company	Number of Reps at CES 2024	Company	Number of Reps at CES 2024
Amazon	1389	Curacao	14
Walmart	349	Staples	13
Microsoft	327	Dell	13
Lenovo	269	CDW	12
Best Buy	74	B&H Photo	11
Target	52	Nebraska Furniture Mart	10
Costco	38	RC Willey	9
Sam's Club	38	BJ's Wholesale Club	9
Micro Center	23	Meijer	7
Newegg	18	Office Depot	7

\*Individuals self-reported; total represents a single individual with duplicate selects removed.

# Industry Attendance Profiles

## REPRESENTATION FROM BUYING ORGANIZATIONS

Type of Organization	In-Person Industry Attendees*	% of Total Verified Industry Attendees
Corporate (Non-Retail)	2006	2.5%
Distribution	3237	4%
Retail	4587	5.7%
System Integrator/Installation/ VAR	1735	2%
<b>Total Representing Buying Organizations</b>	<b>11,565</b>	<b>14%</b>

## REPRESENTATION FROM OTHER INDUSTRY ORGANIZATIONS

Type of Organization	In-Person Industry Attendees*	% of Total Verified Industry Attendees
Advertising & Marketing	5781	7%
Business Services	3390	4%
Content, Media & Entertainment	2871	3.5%
Digital Health	1143	1%
Education/Training	1763	2%
Engineering/Research & Development	5063	6%
Finance (Banking, Service, Insurance)	2144	2.6%
Healthcare/Pharmaceuticals/Biotech	1680	2%
Manufacturer's Rep	1500	1.8%
Non-Profit/NGO/Lobbying	630	<1%
Software Development/Publishing	3517	4%
Sports & Fitness	465	<1%
Telecom & Utilities	2078	2.5%
Travel & Hospitality	846	1%
Venture Capitalist/Private Equity/Investing	1517	1.8%

\*Industry Attendees = Does not include media or exhibitor personnel

# Industry Attendance Profiles

## TOP 20 PRODUCT CATEGORIES OF INTEREST

Market/Product Category**	Industry Attendees*
Artificial Intelligence	28,902
Vehicle Tech	18,488
IoT/Sensors	17,690
Smart Home & Appliances	15,262
AR/VR/XR	14,841
Robotics	14,387
Marketing and Advertising	13,135
Startups	12,731
Video Technologies	12,660
5G	12,446
Energy/Power	12,269
Cloud Computing/Data	11,717
Fitness and Wearable	11,553
Digital Health	11,512
Audio Technologies	11,320
Entertainment & Content	10,676
Gaming & Esports	10,016
3D Printing	9,689
Cybersecurity	9,391
Sustainability	8,811

\*Industry Attendees = Does not include media or exhibitor personnel

\*\*Industry Attendees may select multiple /product categories

## CUSTOMER BASE SUMMARY – INDUSTRY ATTENDEES\*

Classification by Customer Base	Total Verified Attendance	% of Total Verified Industry Attendees
Business to Business (B2B)	34,011	42.5%
Business to Consumer (B2C)	16,343	20%
Both (B2B and B2C)	27,610	34.5%

\*Industry Attendees = Does not include media or exhibitor personnel

# Government Representatives

Consumer  
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## Leaders in Technology

Through our Leaders in Technology program, CES 2024 attracted 209 government guests from across the globe including state elected officials, high-ranking U.S. congressional and agency staff, as well as international governmental officials and staff.

### APPOINTED AND ELECTED OFFICIALS

The White House (3)  
U.S. Consumer Product Safety Commission (1)  
U.S. Department of Commerce (3)  
U.S. Department of Health and Human Services (1)  
U.S. Department of Homeland Security (1)  
U.S. Department of Transportation (1)  
U.S. Department of Treasury (1)  
U.S. House of Representatives (1)  
U.S. Senate (5)  
Federal Trade Commission (1)  
Federal Communications Commission (2)  
State of Arizona (1)  
State of California (1)  
State of Colorado (1)  
State of Connecticut (2)  
State of Hawaii (2)  
State of Illinois (1)  
State of Kansas (1)  
State of Michigan (7)  
State of Minnesota (1)  
State of Montana (1)  
State of Nevada (2)  
State of Ohio (1)  
State of Tennessee (1)  
State of Texas (2)  
State of Wisconsin (2)  
State of Wyoming (1)  
Government of Austria (2)  
Government of Belgium (2)  
Government of Canada (2)  
Government of France (1)  
Government of Germany (1)  
Government of Israel (1)  
Government of Netherlands (1)  
Government of Singapore (1)  
Government of South Korea (1)  
Government of Switzerland (1)  
Government of Taiwan (2)  
Government of Ukraine (1)  
European Investment Council, EU (1)

### U.S. AND INTERNATIONAL GOVERNMENT STAFF

U.S. Senate (20)  
U.S. House of Representatives (44)  
Sergeant at Arms of the United States Senate (3)  
U.S. Consumer Product Safety Commission (1)  
U.S. Department of Agriculture (1)  
U.S. Department of Commerce (19)  
U.S. Department of Defense (1)  
U.S. Department of Energy (7)  
U.S. Department of Health and Human Services (2)  
U.S. Environmental Protection Agency (11)  
U.S. Department of State (2)  
U.S. Department of Transportation (3)  
U.S. Department of Treasury (1)  
Department of Homeland Security (7)  
Federal Communications Commission (4)  
Federal Trade Commission (2)  
Export-Import Bank of the United States (1)  
NASA (2)  
State of California (1)  
District of Columbia (1)  
State of Florida (2)  
State of Illinois (1)  
State of Michigan (1)  
State of Nevada (1)  
State of Tennessee (1)  
State of Texas (1)  
State of Washington (1)  
European Parliament Liaison Office (1)  
Great Britain and Northern Ireland (1)

## Social Media Reach

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Highlights include:

**28.5B CES Global Reach** on social media

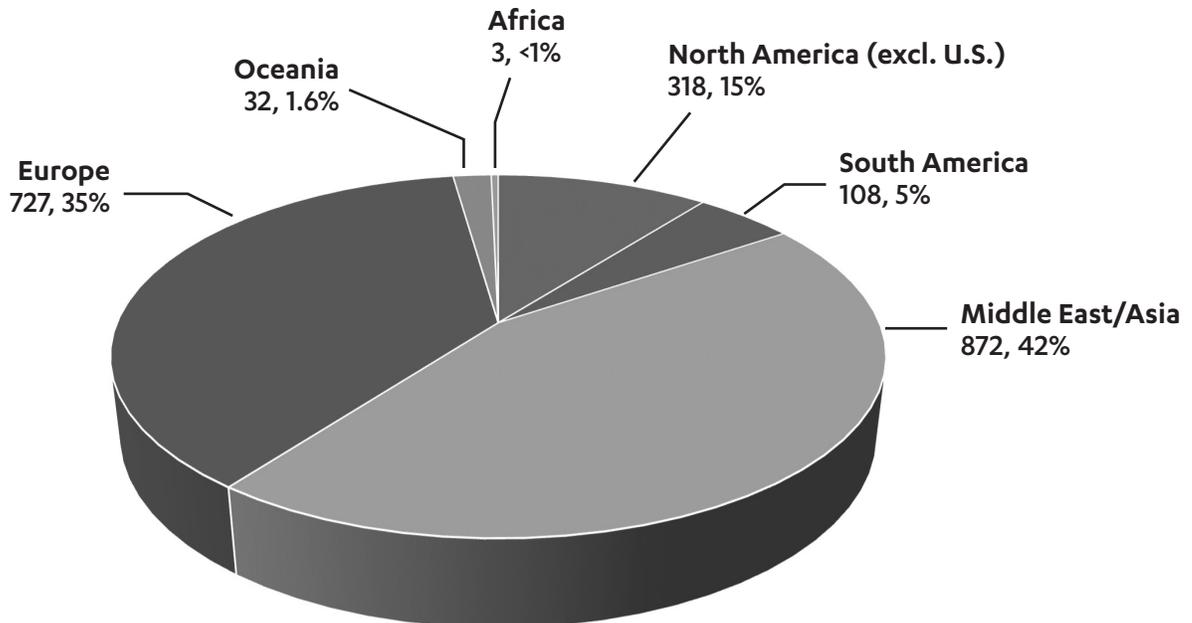
**534K CES Mentions** across social media

## Media Coverage

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CES 2024 attracted 5355 members of the media from 76 countries, regions and territories. Major broadcast networks, trade publications, magazines, newspapers, websites, podcasts and blogs covered CES 2024 extensively. The show also partnered with and received coverage from media outlets around the world covering lifestyle, health and fitness, automotive and more.

### International Media Attendance by Region



## Big Names in Coverage Include

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ABC	Euronews	Reuters
Ad Age	Fast Company	Reviewed
ADWEEK	Forbes	RTL Television
Aftonbladet	Fortune	Seoul Economic Daily
Agence France Presse	Fox News	Sina
Al Jazeera Media Network	Frankfurter Allgemeine	SMG
Android Authority	Future PLC	South China Morning Post
ARD German Radio & TV	Hearst	Stuff
Associated Press	Herald Corporation	T3
Auto Week	Hong Kong Economic Times	Tech Crunch
Automotive News	IDG	The Asahi Shimbun
Automotive World	IGN	The Australian
Axios	iHeartMedia	The Daily Beast
Barron's	Inc. Magazine	The Drum
Billboard	Investor's Business Daily	The Hollywood Reporter
Bloomberg	Japan Broadcasting Corporation	The Independent
Business Insider	KLAS-TV	The Korea Economic Daily
Car and Driver	Korea JoongAng Daily	The Motley Fool
CBS	KTLA	The New York Times
China Central Television	La Tribune	The Retail Observer
CHIP	Las Vegas Review-Journal	The Times of London
Chosun Ilbo	Le Figaro	The Verge
CNBC	Le Monde	The Wall Street Journal
CNET	Le Parisien	The Washington Post
CNN	Les Echos	Times of India
ComputerBild	Maeil Business News	The Yomiuri Shimbun
Condé Nast	MarketWatch	Times of India
Consumer Reports	Mashable	Tokyo Broadcasting System
Corriere della Sera	Morning Brew	Tom's Guide
Daily Mail	MotorTrend	Univision
De Telegraaf	NBC News	USA Today
Dempa Publications	Newsweek	Variety
DER SPIEGEL	Nikkei Asia	VentureBeat
Digital Trends	Nikkei Business Publications	Voice of America
DIGITIMES	Nippon Television	Vox Media
Dow Jones	O Globo	Wirecutter
Economic Times	PCMag	WIRED
El Pais	Pocket-lint	Xinhua News Agency
El Tiempo	Politico	ZDNet
Engadget	Radio France	Ziff Media Group

## 2024 Media Partners

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AFROTECH



CNET

THE CHOSUN Daily

engadget euronews.



Connectors. Creators. Experience Makers.

IBTIMES<sup>UK</sup>

THE KOREA ECONOMIC DAILY  
GLOBAL EDITION



Mashable



MORNING BREW

MOTORTREND

NIKKEI Asia



POLITICO



Reviewed



The Drum™



TECH  
&CO



VARIETY

# About Consumer Technology Association

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**Consumer  
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As North America's largest technology trade association, CTA is the tech sector. Our members are the world's leading innovators - from startups to global brands - helping support more than 18 million American jobs. CTA owns and produces CES - the largest, most influential tech event on the planet. Find us at [CTA.tech](https://cta.tech). Follow us @CTAtech.

## UPCOMING CES EVENTS



**CES 2025 Tech Trends**  
Paris, France  
September 18, 2024



**CES Unveiled**  
Las Vegas, NV  
January 5, 2025



**CES Unveiled**  
Amsterdam, Netherlands  
October 15, 2024



**CES 2025**  
Las Vegas, NV  
January 7-10, 2025