

# FamilyTech TV



You've seen technology reshape our day-to-day lives. Moms are at the center of so many of these connections, SmartHome, Mobility, Connectivity, Driving, Entertainment, Social Media and so much more. If you've seen the FamilyTech Summit you'll be excited to see us out of the conference room and onto the show floor getting 'hands on' with the latest products, solutions and expert advice.

FamilyTech TV at CES 2018 will be broadcast from the Kids and FamilyTech showfloor at the Sands Expo.

## WHAT

A unique broadcast looking at the world of CES from inside the family lifestyle.

## WHERE

In the Sands Expo Center on the main show floor area.

## WHEN

January 9-10, 2018

## EXPECTED DISTRIBUTION

Huffngton Post  
CES TV  
MomTV  
FamilyTech TV  
Google Hangouts & Twitter Chats  
Expected Viewership: 2 million impressions during and after the show both onsite and through our media partners

## Can anyone be on FamilyTech TV?

We're looking for tech leaders impacting family life to share their viewpoints on our network. That could include mom bloggers, journalists, industry leaders, product developers, a company with a great product to launch or just someone who wants to show off what they found at CES.

## FamilyTech TV at the 2018 International CES will:

- Examine the latest technologies announced at the show, from a family perspective.
- Host bloggers and thought leaders sharing their thoughts and ideas about innovative products and personal favorites.
- Have demo sessions featuring some of CES's most exciting products.
- Host coffee klatch conversations about raising a family in the digital age.
- Provide 'how to' tips to teach others how to get the most out of their digital tools. Get opinions of tech experts – moms and dads, too



**LIVING IN DIGITAL TIMES**  
CONNECTING LIFE'S DOTS

Interested in participating at FamilyTech TV at the 2016 International CES?

Contact: Linda Nessim, [LindaN@dcdmc.com](mailto:LindaN@dcdmc.com) or call at 201-564-7900

# FamilyTech



## Sample Programming

- New Products News and Demonstrations focused on women's benefits
- Chats and Dialogs with Luminaries in Tech
- Crowdsourcing show for entrepreneurs
- Market Trends Discussions
- The Connected Home - Crestron, Whirlpool, Samsung, Philips, Nest
- Entertainment in the Home through a Parent's Eyes
- Staying in Touch - products that Families like and don't
- The Mobile Parent - Best Products and Ideas
- Growing Digital Kids
- Wearable Tech
- Health Tech, Education and Fitness
- Tech for the Organized Home
- Getting the Most from Your Devices
- Tech on the Street - what devices do you have on you?

## Two-Day Sponsorship: \$35,000

Sponsor credit by host throughout show  
Sponsor signage on stage for the duration of the show  
10-minute panel topic discussion on Day One  
Product Demo on Day Two  
Opportunity to showcase product at CES Unveiled Press Events in NY and Las Vegas

## Daily sponsorships: \$20,000

Sponsor signage on stage for the duration of the day  
10-minute panel topic discussion as described below  
Opportunity to showcase product at CES Unveiled Press Event in Las Vegas

## Panel topic discussions: \$8,000

Come talk about the latest issues and trends; safety, memories and photos, creativity, mobile moms and raising digital kids. This is a 10-minute discussion with a focus, plus a 5-minute demo of your newsworthy product/service or research.

## One-on-one interviews: \$5,000

This puts the focus on your CEO, a product announcement, or a new initiative. It's a 10-minute Q&A led by one of our journalists as a fireside chat.



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