



CES 2026 Exhibitor Personnel Registration Instructions and Best Practices

Follow these step-by-step instructions to register staff for your Exhibitor Showcase.

Primary Contact Assigns a Registration Coordinator

The Primary Contact must assign a Registration Coordinator to manage the exhibitor personnel registration allotment within the Exhibitor Dashboard. To assign a Registration Coordinator:

- Click on the Users button from the left-side navigation bar within the Exhibitor Dashboard.
- Click the Registration Coordinator option.
- Fill in the required information and assign a Registration Coordinator. **If no person is assigned, the Primary Contact will have this role by default.**
- Once assigned, the Registration Coordinator will receive an email to onboard into the Exhibitor Dashboard.
- If a change is required to the Registration Coordinator, the Primary Contact may clear the information and make the update. Please email exhibitorsupport@CTA.tech for additional assistance. Please note, if you make changes to the Registration Coordinator, you may also need to make additional changes within registration.



Registration Coordinator Accesses Registration Dashboard

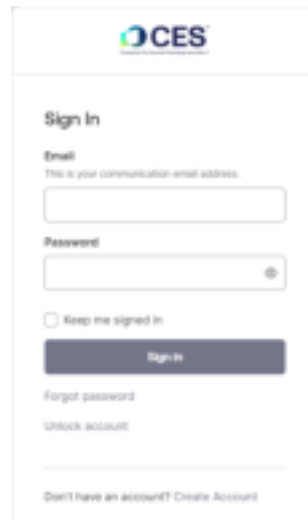
- When a Registration Coordinator is assigned from the Exhibitor Dashboard, the Registration Coordinator will receive an email alerting them of their role with a link to access the Exhibitor Dashboard.

The image shows the CES Sign In page. At the top is the CES logo. Below it is the heading "Sign In". There are two input fields: "Email" with the subtext "This is your communication email address." and "Password" with a toggle icon. Below the password field is a checkbox labeled "Keep me signed in". A dark blue "Sign In" button is below the checkbox. Underneath the button are two links: "Forgot password" and "Unlock account". At the bottom, there is a link: "Don't have an account? Create Account".

- To reset your CTA/CES Account password, click on "Forgot Password" and enter your email address to reset via email.

The image shows two side-by-side screenshots of the CES website. The left screenshot is the "Sign In" page, identical to the one above. A red arrow points from the "Forgot password" link to the right screenshot. The right screenshot is the "Reset your CES password" page. It has the CES logo at the top, followed by the heading "Reset your CES password". There is an "Email" input field and a dark blue "Next" button. At the bottom, there is a link: "Back to sign in".

- Registration Coordinators who do not have a CTA/CES Account, will receive a temporary password in their notification email. You will be prompted to create a new password after signing in the first time.



Sign In

Email
This is your communication email address.

Password

☐ Keep me signed in

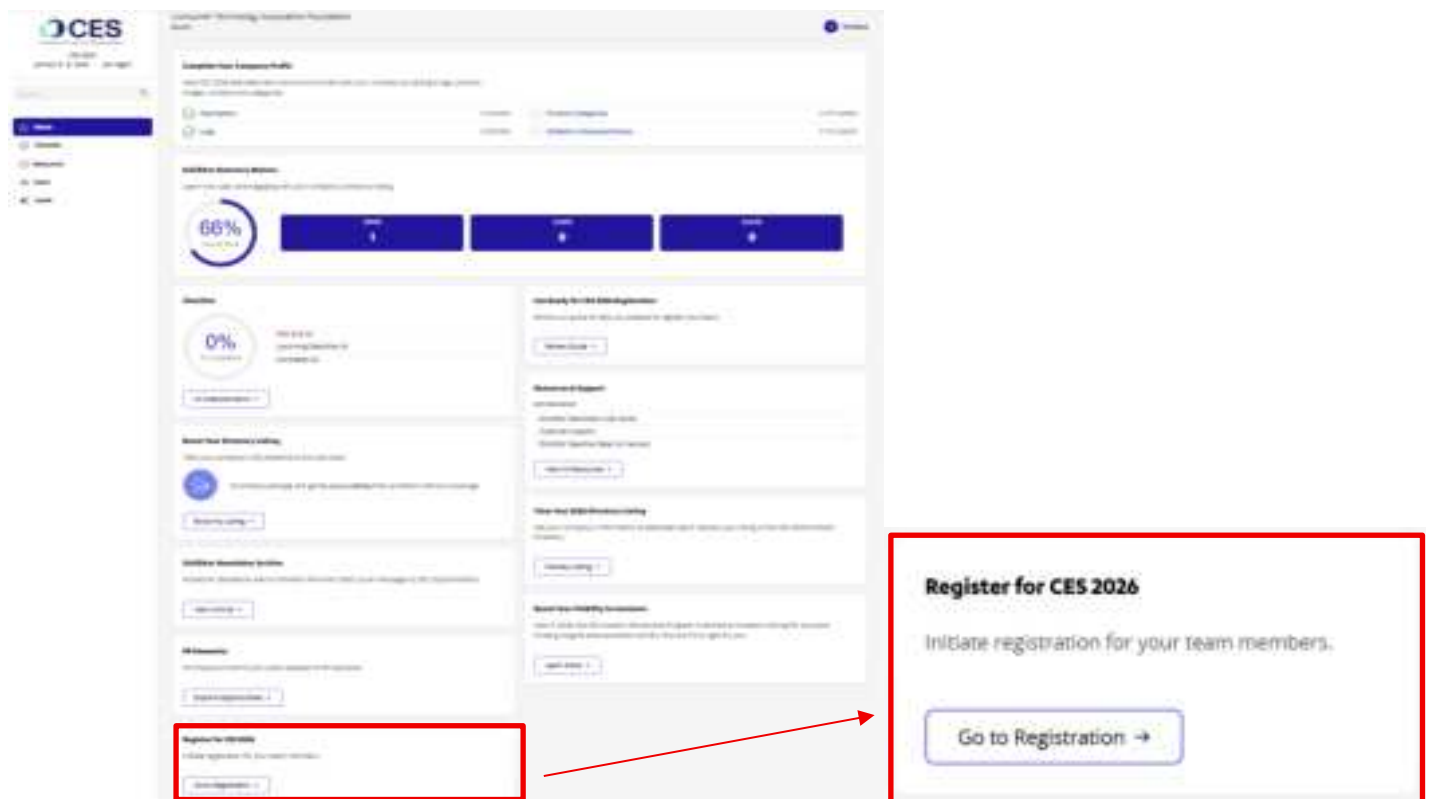
Sign In

[Forgot password](#)

[Unlock account](#)

Don't have an account? [Create Account](#)

- Within the Exhibitor Dashboard, the Registration Coordinator will see a “Register” tile. This tile is only visible to Registration Coordinators.



The image shows the CES Exhibitor Dashboard. A red box highlights the "Register for CES 2026" tile in the bottom left corner. A red arrow points from this tile to a larger, detailed view of the "Register for CES 2026" tile on the right. This detailed view includes the text "Initiate registration for your team members." and a "Go to Registration →" button.

Register for CES 2026

Initiate registration for your team members.

Go to Registration →




- After selecting the “Register for CES 2026” tile, you will be redirected to your registration Contact Profile. Complete the required fields here to move to your Registration Dashboard.




- Once your profile is complete, you'll find the Dashboard. From the dashboard you may:
 - Register yourself for CES 2026.
 - View complimentary and paid badge allotments associated with your booth.
 - Initiate Exhibitor Personnel so that they may complete their own registration.
 - Search, filter or download your listing of initiated Exhibitor Personnel.
 - Cancel Exhibitor Personnel.
 - Send email reminders to Exhibitor Personnel, including confirmations or initiation emails.
 - Invite your customers to CES using the Top Ten or 1000 Customer Invitation promotional codes.
 - Order Lead Retrieval to scan CES badges and capture leads on-site.

Registration Dashboard Preview

Consumer Technology Association Foundation / Steve ▾ 


Registration Dashboard



Manage Group

Add/Edit Personnel


Registration Type(s)	Allotment Total	Total Registered	Allotment Available
Exhibitor - Comp	10	0	10
Exhibitor - Paid	5	0	5



Contact Profile


Steve Ewell

Edit Contact Profile



Invite Your Customers

Invite Your Customers



Order your Lead Retrieval Now

Scan Badges and Capture Contact Details

Go!

Registration Coordinator Registers Themselves for CES 2026

- If you are attending CES 2026, you must complete your own registration by clicking on the “Add/Edit Personnel” button under the Manage Group option. You will need to select “Register” and confirm your registration type (Comp/Paid) before continuing.

Reg ID	First Name	Last Name	Registration	
3221	Steve	Ewell	Register	
3221	Steve	Ewell	<div>Exhibitor - Comp ▾</div> <div>Manage Your Registration</div>	

Select “Manage Your Registration” option next to your name and company and you will begin registration.

About You

[Dashboard](#)

Indicates required fields. *

Acknowledge Event Requirements


☐ I understand that CES is a trade-only event for individuals affiliated with the consumer technology industry who are 18 years of age or older and that I meet these eligibility requirements to attend. *

CES policy is required

Registration Coordinator Initiates Exhibitor Personnel to Complete their own Registration

- As the Registration Coordinator, you are managing exhibitor personnel for your company. Click on the “Add/Edit Personnel” button under the Manage Group section of the Registration Dashboard. This will take you to the Exhibitor Personnel Overview page.

Registration Dashboard



Manage Group

[Add/Edit Personnel](#)

Registration Activity


Completed	Incomplete
0	1

Registration Type(s)	Allocation Total	Total Registered	Allocation Available
Exhibitor - Comp	10	0	9
Exhibitor - Paid	5	0	5



Contact Profile

Steve Ewell

[Edit Contact Profile](#)


Invite Your Customers

[Invite Your Customers](#)


Order your Lead Retrieval Now

Scan Badges and Capture Contact Details

[Get](#)



- From the Exhibitor Personnel Overview page you'll have several options to initiate booth staff. Including importing from 2025 if you are a returning exhibitor, initiating individually or importing from a downloadable template.

[Dashboard](#)

Exhibitor Personnel Overview

As the Registration Coordinator, you are managing 15 exhibitor personnel badges for the following company: Consumer Technology Association Foundation
You are not automatically registered for CES. To register yourself, click 'Register' by your name in the grid below.

If you have staff that were converted from Industry Attendee registrants to your Exhibitor Personnel badge allotment, they will be found in the 'Download Exhibitor Personnel Listing' registration export.

[Import Exhibitor Personnel](#)[Download Exhibitor List](#)

[Initiate Exhibitor Personnel Registration](#)[Search Exhibitor Personnel](#)

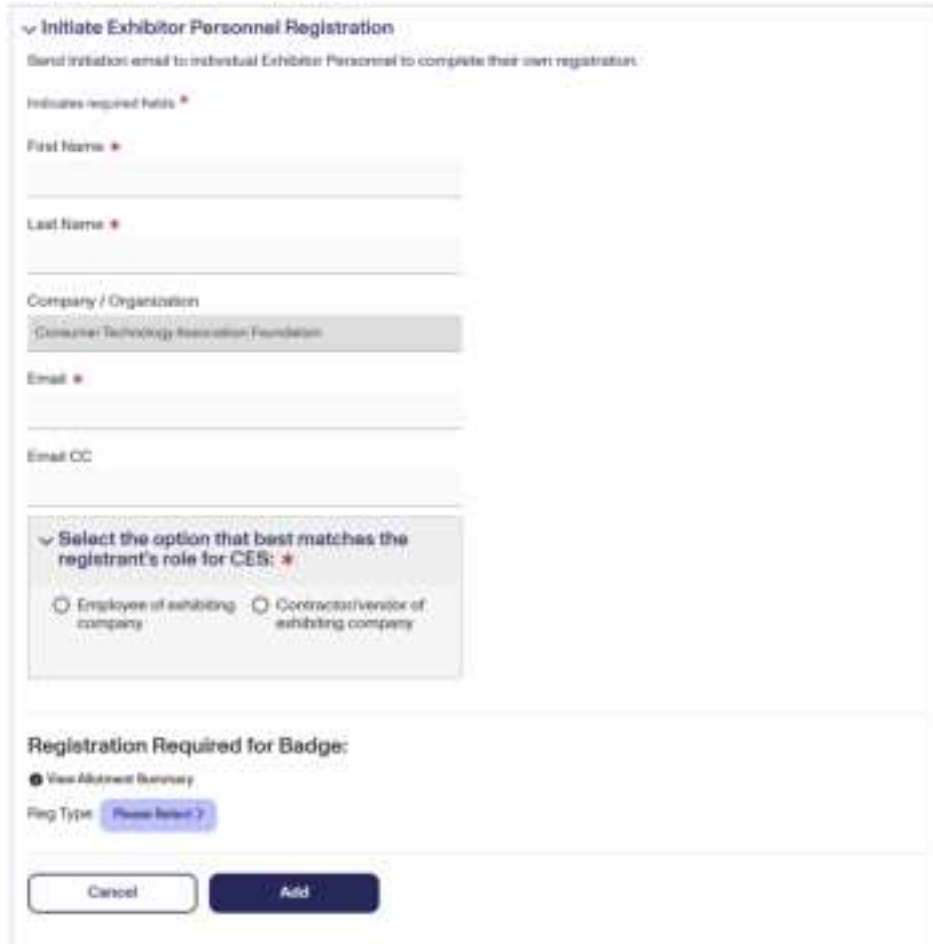
[Send Registration Confirmations](#)[Send Initiation Email\(s\)](#)

☒ Include Contact

- Select the initiation option that works best for you. Once you've selected the best option, fill in the necessary contact details, including first name, last name, email address, personnel vs contractors and select whether the individual should come from your complimentary allotment or paid allotment.

TIP: Many exhibitors use their complimentary allotment first and wait to utilize any paid badges until absolutely necessary. If you select paid as the allotment type, you will need to enter payment information and process payment at the time of initiation.

Preview of Exhibitor Personnel Initiation Screen



Initiate Exhibitor Personnel Registration

Send initiation email to individual Exhibitor Personnel to complete their own registration.

Indicates required fields *

First Name *

Last Name *

Company / Organization

Consumer Technology Association Foundation

Email *

Email CC

Select the option that best matches the registrant's role for CES: *

☐ Employee of exhibiting company ☐ Contractor/vendor of exhibiting company

Registration Required for Badge:

[View Allotment Summary](#)

Reg. Type [Please Select >](#)

[Cancel](#) [Add](#)

- After you add an individual, an invite will automatically be sent to the personnel asking them to complete their registration.
- It is **critical** that your initiated team begin the registration process using the email address you provided. If your team registers with a different email address they will not be associated with your exhibit and be listed as an Industry Attendee and will be asked to pay the standard registration fee of \$149 or \$350 depending on the time of registration.
- Your initiated exhibitor personnel must use the email address associated with their initiated record and use the registration link within their invitation email.

- For larger groups, you have the option to create and upload a list of Exhibitor Personnel using the provided template.

Note, the template header fields should not be altered and limited to 200 rows.



Personnel Import

Step 1: Download the template provided below

- Create a list of Exhibitor Personnel to send initiation emails to complete their own registration.
*Lists should be limited to 200 rows for optimal performance.
- Do not edit the header fields on the template. Editing the headers will result in an error.
- Enter all required fields in the template.

 Download Template

Step 2: Click the 'Choose File' button to search and upload your file

 No file chosen

Step 3: Upload file

- Once the file is selected, click Upload file to submit your file.
- Once upload is complete, the Exhibitor Personnel will receive a confirmation email from ExhReg@CTA.tech. You may check the status of each personnel on this overview page.
- If a personnel's registration is incomplete, you may instruct your personnel to sign in to their CTA/CES Account and update their registration.

Cancel

 Upload File

Continue

- To invite more exhibitor personnel, repeat the process by selecting the “Initiate Exhibitor Personnel Registration” or “Import Exhibitor Personnel” options.



Exhibitor Personnel Completes Their Individual Registration

Once the Registration Coordinator sends an invite to an exhibitor personnel, the personnel will need to complete their registration.

- Click on the secure link embedded within your CES 2026 registration invitation email.
- Sign into your CTA/CES Account or create a new account. When signing in or creating a new account, you must use the email address you were invited with. If you use a different email address when signing in or creating your CTA/CES Account, you will not be recognized as an exhibitor and you will be charged the standard rate for your badge.
- Complete all the required fields including uploading a headshot photo. Photos are required to be uploaded during registration and will be printed on your CES badge.
- Once your registration is complete, you will see your own registration dashboard. You may use your personal registration dashboard to make any updates or changes to your registration, resend confirmation email, download a Visa Letter of Invitation (if needed), access CES hotels and more.

Badges and on-site access

There are three distinctive groups at CES – Exhibitor Personnel, Industry Attendees and Media.

- **Exhibitor Personnel:** Anyone working at a company's booth must register for CES as Exhibitor Personnel. Exhibitor Personnel badges include access to the exhibit floor during move-in and show hours, as well as access to Keynote addresses, Great Minds sessions and select conference programming on a first-come, first-served basis.
- **Industry Attendee:** badges are sold as either the Exhibits Plus Pass or the Deluxe Conference Pass. Industry attendees are not participating in an exhibit and do not have access to the CES show floor during move-in or move-out hours.
- **Media:** badges are for **working media** that cover consumer technology. Media have access to Media Day events January 4-5.

Common Questions

Changing Badge Types

- Your exhibitor personnel are tracked by email address. The email address used to initiate the registration, must be the email address used when the individual completes their registration. If someone from your company uses a different email address to register, or registers prior to the initiation – they will be registered as an industry attendee and will not be listed as a part of your exhibit or have access to your space during move-in and move-out hours.
 - If they've started registration using a different email address. In this instance, your exhibitor personnel can start a new registration using the email address they were invited with and complete their registration using that email address. If they have completed registration using a different email address, contact exhreg@CTA.tech for assistance. Please provide the registration ID of the person you would like to move into your exhibitor badge allotment. This person must be from the same company or subsidiary.



Company Name on Badges

- All badges under your exhibitor allotment must have the same company name. Your company name will appear on all CES materials, including badges, show maps and exhibitor directories with the company name list as your exhibit space contract. If you would like to do a company name change, please contact exhibitorsupport@CTA.tech.

Visa Letters

- If you have a registrant coming from outside of the US and they need a visa letter of invitation from CES, please make sure to initiate their registration for CES and have them complete registration as soon as possible. Registrants may request a visa letter of invitation during the registration process. Registrants must fully complete registration prior to the visa letter of invitation being emailed.

Notes

- Be mindful of your group's registration status. Send reminder emails to your team to make sure they complete their CES registration prior to arriving on-site.
- As the registration coordinator, you will not be able to register on behalf of Exhibitor Personnel.
- All exhibitor personnel must pick up their own badge on-site. As a reminder, a government-issued photo ID will be required to pick up your badge.

Need registration assistance? Email exhreg@CTA.tech