

Addendum to CES® 2020 Exhibit Space Contract Guidelines for Exhibiting Sex-technology Products

CES is a trade-only event attracting more than 170,000 business and government leaders from over 155 countries. As such, it is important to make sure that CES is a respectful environment for all who participate. Please use these guidelines for designing your exhibit experience at CES. If you are unsure of any of the guidelines below or have questions, please contact CESopsreview@CTA.tech.

Exhibit Guidelines:

- Products may not be displayed using humans, robots, mannequins, dolls or other anatomically correct devices.
- Exhibitor must contain all parts of their exhibit within the perimeter of their booth. This means that booth personnel cannot be in the aisles.
- Attendee line queues for demonstrations must also be contained within the perimeter of the booth.
- Product giveaways must occur within the exhibit.
- Booth giveaways should not resemble human genitalia.

Signage/Displays and Graphics

- Exhibitor signage and graphics should not include any content that depicts or describes actual or simulated sexual acts nor should it include any pictures or renderings of genitalia.
- Tasteful product images may be used on signage however, CES reserves the right to ban overt anatomical product images.
- TVs/monitors/displays may be used for tasteful product promotion but may not be used for moving images of the product.
- Handheld displays or tablets may be used to promote the product in person-to-person meetings/conversations. Moving images of the products are permitted for person-to-person meetings but may not show the product in actual use.
- Please note Sections 20 and 21 of the CES Exhibit Space contract for details on the display of content and or video/demonstrations.
- Add-on promotional items i.e. banners, kiosks, etc. purchased by an exhibitor may not include any image or rendering of the product(s).

Booth Personnel

- Please refer to Section 17 of the CES exhibit space contract for personnel attire.
- Booth personnel must stay within the perimeter of the booth. Personnel will not use overt-sexual or lewd language and/or slang to attract attendees into the exhibitor's booth.

In addition to the above, exhibitors should also pay specific attention to the following sections of the CES Exhibit Contract

- 16. Operation of Exhibits
- 17. CES Exhibit Attire
- 19. Character of Exhibits
- 20. Content
- 21. Good Neighbor Policy

CES Operations must review and approve booth design and graphics prior to December 10, 2019. Exhibitor should submit rendering to CESopsreview@CTA.tech and include company name and booth number in the subject line to expedite review. CES Operations will review and respond to exhibitors within three (3) business days.

This is an Addendum to the CES 2020 Exhibit Space Contract (“Contract”) and is incorporated into the Contract. All other provisions of the Contract will remain in full force and effect.