
CREATOR PARTNERSHIPS AT CES



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AT CES



As one of the most powerful tech events, the annual CES conference unites the brightest tech luminaries and unveils the latest releases and boldest breakthroughs within the industry. At this conference, companies explore and build on solutions to the world's biggest challenges with immersive activations and demos. Attendees of the 2026 CES conference will get to hear from a wide range of diverse speakers from across the industry including Dr. Lisa Su and Yuanqing Yang, Chairs and CEOs of AMD and Lenovo, respectively.

This January 6–9 will be an opportunity to connect, collaborate and grow your professional network within the tech industry. With talks that highlight consumer trends, planning opportunities, and emerging market technologies, attendees are encouraged to think innovatively about a multifaceted marketing and advertising approach. For brands, success at the conference looks like connecting with others in their niche, talking with thought leaders in their fields, and breaking down a campaign idea with an expert in a similar field. It can also mean connecting with creators and influencers through CES events, expert talks, and tours to find the perfect collaboration that will add value to your next campaign or initiative. Thorough planning, whether you are a brand, influencer, or an industry attendee is the best way to make the most of your CES experience.

2026 CES

PREPARING FOR THE CONFERENCE AS A BRAND

Taking the time to prepare can mean researching the industry, attendees, and influencers in your specific niche. Getting familiar with the space and what to expect will keep you from missing out on important opportunities and relationships because you didn't know about them beforehand. Take advantage of conference resources as they release like the [Tech Talk](#) podcast that covers leading trends in the industry and previews for CES 2026.

 CESTM
Tech Talk



Brands attending the event, especially those debuting a new product, giving a specialized talk, or setting up a booth need to have a strategy for driving engagement and excitement around their product. The best way to achieve this reach is through leveraging creator and influencer relationships. Even when they're not actively making content about the product, having creators and influencers at brand booths can foster in-person connections and relationship building. At events like CES, influencers can be involved as a type of temporary brand ambassador, working to create brand-centered, engaging experiences for attendees.

NEOREACH'S ROLE IN CES



While many brands find ways to utilize their pre-existing influencer relationships, bringing them along as attendees, agencies like [NeoReach](#) bridge the gap by introducing influencers to brands for new relationships involving content creation for promotion in their industry. Breaking into new audiences, garnering authentic engagement from interested users, emphasizing the importance of unique storytelling, and even harboring a viral moment or two are NeoReach's main priorities while connecting brands and influencers at CES conferences.

NeoReach worked with [Laifen](#), a beauty and dental tech company, to spread the word about their new toothbrush, the Wave, that was unveiled at the 2024 CES conference. Eight creators with backgrounds in the beauty, tech, and dental industries came together to bolster Laifen's numbers and visibility. Each creator made and shared content from the [Laifen](#) booth on their respective platforms ranging from TikTok and Instagram Reels to YouTube. The strategy to drive exposure led to impressive results because of the perfect blend of creators and a diverse array of content.

LAIFEN'S

CES CONTENT ENGAGEMENT



Total Impressions 14.6M

Total Social Posts 43

Total Views 12M

Working with influencers opens a brand up to so many opportunities and audiences they otherwise wouldn't access. Moving away from a rigid, informative strategy that centers itself in other outreach concepts limits a brand's potential, especially at conferences like CES. Connection and authenticity through content on online platforms is a proven strategy that garners important relationships with consumers and viewers.

NeoReach has had measurable success in the CES environment in past years. In 2023, they worked with Sony to create some truly impressive moments. Alongside a host of digital experiences and product launches, even a well-known name like Sony needs to stand out with the help of influencer marketing. Pre- and post-event content as well as solid collaborations led to quantifiable results for the company. The strategy led to clear writing and editing which built genuine connection between influencers and the product. Due to the loyal communities these influencers built, Sony went completely viral from their conference content. The best performing brand content was NeoReach's "1 minute review" content series where different influencers and creators shared their insights on new products and launches from the company.

SONY'S

CES CONTENT ENGAGEMENTEMENT



Total Engagements **1.4M+**

Total Views **75M+**

Building important relationships and connections across industries and niches is the goal of the CES conference, which is what NeoReach has continued to do for brands. In addition to writing, editing, and general production management, NeoReach helped Sony's brand presence at the 2023 CES conference with project coordination and connection building. This work led to reaching their possible potential at such an important conference.

IMPLEMENTING EVENT MARKETING STRATEGY AT CES

Because thorough planning is the best way to fulfil your goals for CES, it is best to approach the experience through the lens of [event marketing strategy](#). Find out who else is going to come so that you can connect with other brands and influencers attending the conference. Prepare content outlines you can implement on-site. Have an organized schedule for the day so you can make the most of your time. Doing the research ahead of time will lead to successful outcomes down the road.

With a wide variety of brands at CES, there's millions of people interested in what is happening in the tech world. There are audiences ready to connect with influencers that have the inside look, similar to other influencer-anticipated events like [Fashion Week](#) that bring in a vast audience.



IMPLEMENTING EVENT MARKETING STRATEGY

AT CES

In order to build anticipation around a brand's attendance at CES, it is important to build out online content on social media platforms that inform audiences on the importance of the conference. Through Instagram countdowns to the event, re-sharing CES content from previous years, or hinting at an upcoming reveal that will happen at the conference, your brand can build buzz leading up to the weekend. Remind followers and consumers where they can follow along with your content and find products from the conference, even if they're not attending in-person. Creating this anticipation can lead to forming important relationships at the conference, increasing online engagement, and creating traction around a new product promotion.

The spirit of the CES conference is community, connection, and the sharing of ideas, and the best way to implement these ideas is through marketing strategy, which CES understands. They have put together a helpful [media kit](#) as well as [B-roll footage](#) that brands can use to bolster their content. When you are at the conference, there are even designated spaces for interviews and uploading.

Working with a marketing agency like NeoReach or unique influencers like the case studies above can not only help you to prepare to leverage your time there, but set you up for long-term success with new audiences and greater engagement on content.