

Presentation Criteria, Format, Ground Rules, and Other Information For NWS/FEMA Partner Participation at CES 2013

On January 8-11, 2013, the NOAA/National Weather Service (NWS) and Federal Emergency Management Agency (FEMA) will exhibit at the Consumer Electronics Show (CES). We are offering you an opportunity to demonstrate your product or service at the booth. The purpose of the booth is to encourage the use and integration of all-hazard alert information in consumer electronics. Key themes include protection of life and property, interoperability, and assistive technologies.

To ensure we provide an equal opportunity for NWS Partner participation, we are distributing information about this opportunity to a wide audience. If you are interested in participating, please review the following information, complete the online CES Partner Presentation application form, and we will follow up with you. The **deadline to submit your application is Monday, November 12.**

Note that CES draws well over 100,000 visitors to Las Vegas and hotel rooms are at a high demand. You may wish to check availability prior to completing the application form. The Consumer Electronics Association provides a list of [available hotels on the CES web site](#).

Selection Criteria

The primary criteria for being selected to present from the booth are as follows.

- **The product/service uses hazard alert information in ways that save lives or protect property.**
- **The product/service is interoperable.**
- **The product/service has features which address needs of disabled citizens.**

Format and Time Allotted

A schedule of presentations will be posted at the front of the booth. Presentations will be conducted on January 8, 9, 10, and 11.

- Each participating Partner will be allotted about 15 minutes to present their product/service. The **amount of time allotted is subject to change** depending on the number of participating partners.
- The presentation will be facilitated by an NWS or FEMA employee who introduces the Partner. Presentations must address how the product/service uses hazard alert information in ways that save lives or protect property. Presentations should also address how the product/service is interoperable and has features which address needs of disabled citizens through assistive technology.
- You are welcome to handout marketing materials, provide contact information and encourage additional partnerships with their product/service during the allotted time.
- If you are offering a giveaway to attract a larger audience, the giveaway opportunity will be posted on the schedule at the front of the booth and announced by the NWS host prior to the presentation. This will give visitors an equal opportunity to gather and participate. Partners may conduct the giveaways during or at the conclusion of the presentation. Past experience at CES indicates that announcements of giveaways draw a much larger audience than when there are no giveaways.

Ground Rules

1. Presenters may not make disparaging remarks regarding the products or services offered by another vendor, government agency, or other organization.
2. Brochures, price lists, and related marketing materials may only be handed out during or immediately following the conclusion of the presentation. Thus, you may not solicit booth visitors with brochures, price lists, and related information during another partner's presentation or at any other time.
3. Any handouts/brochures or product giveaways provided by the presenter are to be labeled as follows. "This information/product is provided by *Company/Organization Name* and not the NWS or FEMA. The NWS and FEMA do not endorse any particular provider of alerting services, but would like to educate the public about the types of services available."

What's Provided/Not Provided

- The NWS and FEMA will not pay for any travel related expenses. You are responsible for all travel related expenses.
- The NWS and FEMA will provide up to two exhibit hall passes for each presenting partner (i.e., your company/organization may receive up to two passes). These passes will only be provided to representatives of the presenting company or organization.
- A laptop computer connected to large flat panel display will be setup in the booth and you may use them for your presentation.

Notice of Non-Endorsement

There are federal policies against showing preferential treatment for one company or its products or services over that of another company. During each presentation, we will include a disclaimer indicating that NOAA/NWS and FEMA do not endorse any particular service provider, that information is being provided for educational purposes, and any giveaways are on behalf of the vendor.