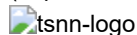


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No In-Person Show for CES — The Top Technology Show Will Be Digital In 2021

July 28, 2020

[TSNN News \(/blog-author-node/tsnn-news\)](#)



Instead of kicking off the new year with its usual in-person fervor, CES 2021 (<https://www.ces.tech/planning-for-ces-2021.aspx>) will be an all-digital experience connecting exhibitors, customers, thought leaders and media from around the globe in early January next year. According to the Consumer Technology Association, which owns and operates the show, CES's new virtual format will allow participants to hear from technology innovators, see cutting-edge technologies, learn about new products, and engage with global brands and startups — all from the safety of their home or office.

The decision to shift the massive global technology trade show and conference to a digital format was a result of concern for the safety of the multitudes of attendees and exhibitors that converge upon Las Vegas to attend the U.S.'s largest B2B show each January, according to CTA President and CEO Gary Shapiro.

HERE (https://www.linkedin.com/pulse/why-all-digital-ces-2021-right-thing-do-gary-shapiro/?trackingId=xf9rHSgJRouG6%2FBiQ1iwtg%3D%3D&fbclid=IwAR0sldqEoTpwrJ2IAR_BG5706gK4hpeEqaz9NtwKG7IHfnZvz1RR77bS9o) is a letter from Shapiro explaining the decision in detail.

In January of this year, the 54th edition of CES attracted 180,000 attendees and 4,400 exhibitors spanning 2.9 million square feet of space at the Las Vegas Convention Center, Sands Expo and several Las Vegas hotels.

“Amidst the pandemic and growing global health concerns about the spread of COVID-19, it's just not possible to safely convene tens of thousands of people in Las Vegas in early 2021 to meet and do business in person,” Shapiro said.

He continued, "Technology helps us all work, learn and connect during the pandemic — and that innovation will also help us reimagine CES 2021 and bring together the tech community in a meaningful way. By shifting to an all-digital platform for 2021, we can deliver a unique experience that helps our exhibitors connect with existing and new audiences."

CTA officials said that CES 2021, which was originally set for Jan. 6-9, 2021, will be a highly personalized, immersive experience where attendees will have a virtual front row seat to discover the latest technologies. CES 2022 will once again take place in Las Vegas, combining the best elements of a physical and digital show.

CES ranked No. 1 on the 2019 TSNN Top Trade Shows List (<https://www.tsnn.com/toplists-us>).

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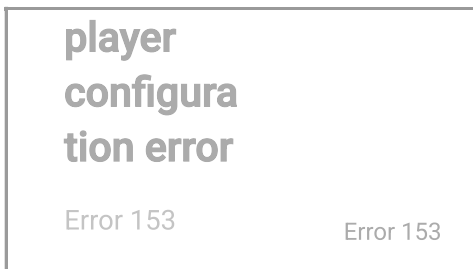
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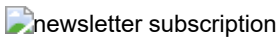
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