

2 days

F VenetianExpo
Talk to hundreds of start-ups

1 ½ days

E Central Plaza
Get Supplier Demos

1 ½ days

D Beach Lot
Test out the latest autonomous tech

1 day

C Central Hall
Check out latest CE trends

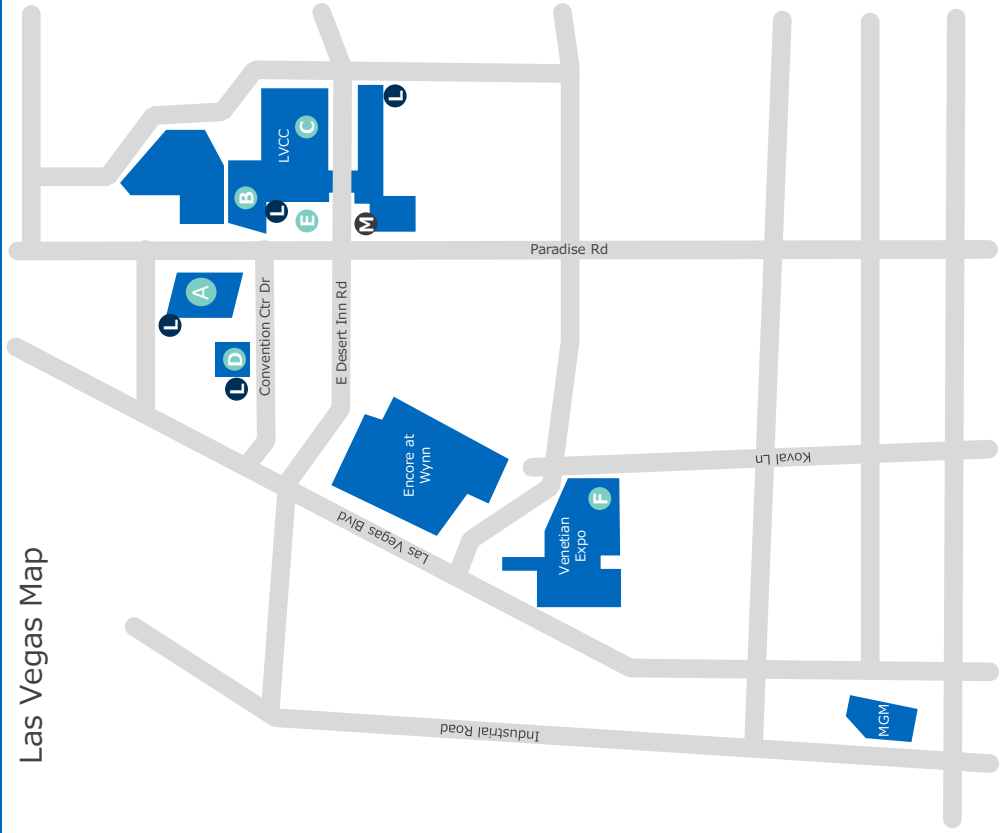
1 day

B North Hall
Smart Cities & IoT

½ day

A West Hall
Most car makers & suppliers

If you only have...



L Resorts World – Loop Stations

M Boingo Station – Las Vegas Monorail

To avoid constantly switching locations, try to keep mornings free for visiting exhibition halls, and afternoons for meetings

You'll walk at least 5 miles per day, so wear comfortable shoes

It takes twice as long to get anywhere as you'd expect

Top tips

Fri 10th 9-4pm

Thurs 9th 9-6pm

Wed 8th 9-6pm

Tues 7th 10-6pm

Mon 6th – Media Day

Sun 5th – Media Day

Times

Missed something?



SBD will publish 100+ pages of insights with hundreds of images and dozens of videos to help you after the event in our full event report.

Questions for us on CES? Scan Below or Email Us!



Events@sbdautomotive.com



2025

DCESTM

Powered by The Consumer Technology Association®

Tour Guide

Everything you need to know about the biggest show of the year



A. West Hall

1. HERE Technologies (3500)
2. LG Displays (3800)
3. Amazon Web Services (4000)
4. Mobileye (4700)
5. Qualcomm (5000)
6. American Axle & Manufacturing (6100)
7. Aeva (6900)
8. Green Hills Software LLC (6926)
9. Hesai Technology (6824)
10. LeddarTech (6752)
11. Yazaki Innovations (6352)
12. What3Words (6174)
13. Suzuki Motors Corp. (5340)

14. Waymo (5040)
15. John Deere (5016)
16. Honda (4640)
17. Mitsubishi Electric (4874)
18. Hyundai Mobis (4440)
19. Sonatus (4422)
20. Blackberry (4224)
21. SmartEye AB (3840)
22. Garmin International (3540)
23. Zox (3316)
24. Motrex (3308)
25. Elektrobit (3400)

B. West Hall Level Three (Meeting Rooms):

26. Toyota Motor NA (W321)
27. Denso (W316)
28. TomTom (W311 & 312)
29. Mercedes-Benz USA (W302)

C. North Hall

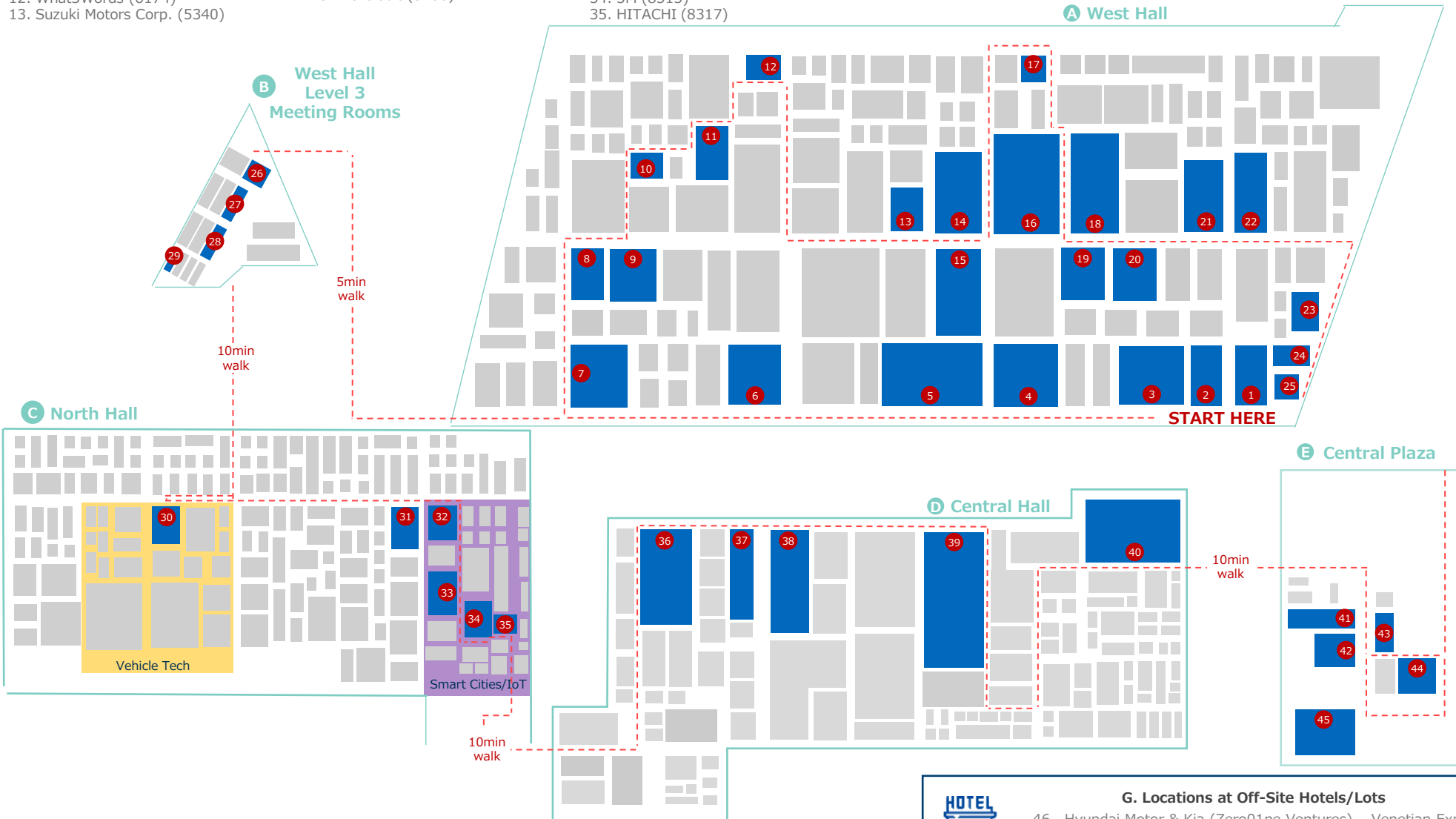
30. Verge Motorcycles (10349)
31. DEEPX (9045)
32. Star Charge Americas (8749)
33. Siemens (8725)
34. 3M (8513)
35. HITACHI (8317)

D. Central Hall

36. LG Electronics (16008)
37. Bosch(17207)
38. Panasonic (17609)
39. Samsung/Harman (19608)
40. Sony (21800)

E. Central Plaza

41. Continental Automotive (CP-715)*
42. Valeo (CP-709)*
43. Scout Motors (CP-412)*
44. NXP Semiconductors (CP-107)*
45. BMW (Silver 3)*



G. Locations at Off-Site Hotels/Lots

46. Hyundai Motor & Kia (Zero01ne Ventures) – Venetian Expo
47. Meta – Wynn Upper Levels*
48. SiriusXM – Aria Hospitality Suites*
49. T-Mobile – Aria Hospitality Suites*
50. Verizon – Wynn Encore Suites*

* - Booths may have restricted access and require pre-booking