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CES 2025 Trends Report

Actionable insights
for experiential marketers

LAS VEGAS CONVENTION CENTER WEST HALL

Our Curated Insights

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SUSTAINABILITY IN ACTION

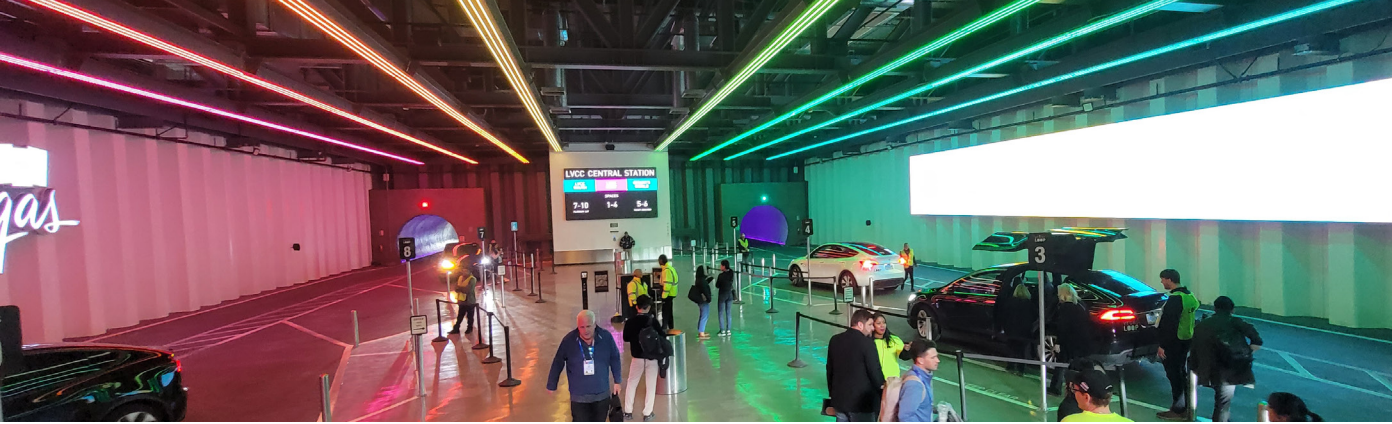
Make it tangible, not just a tagline



PRODUCT DEMOS AND INTERACTIVITY

Engage through storytelling





CES in Context

WHY IT'S THE ULTIMATE STAGE FOR EXPERIENTIAL MARKETING

CES is more than a tech showcase. For exhibitors, it's a dynamic space where design, innovation, and storytelling collide. This year, our team delivered immersive, branded environments across industries like automation, AI, and electric vehicles.

Whether your brand is B2B, B2C, or DTC, CES is a beacon of inspiration, showcasing how to use design and engagement to captivate attendees and leave a lasting impression.

141K

ATTENDEES

300+

CONFERENCE
SESSIONS

2.5M

SQUARE-FOOT
CAMPUS

4,000+

EXHIBITORS

THE 360 PARADIGM SHIFT



The 360 Paradigm Shift

SEIZE THE DAY BEFORE IT STARTS

CES 2025 marks a major shift in brand marketing. Many brands are now centralizing their marketing campaigns around their events, using events like CES as their launchpad with significant effect. Brands with strategic marketing campaigns focused on building anticipation before and during the event saw their efforts amplified on the show floor.



“Brands are going all in on the 360 marketing efforts in support of their events. Brands like Bosch went full send with preshow marketing and brought those materials into the booth seamlessly. Don't just stop at preshow ads, tap into cultural relevance with influencers and pop culture. The integration of Barbie IP at the Kodak booth and influencer appearances at the Insta360 booth resonated with their audiences and made an impression.”

DONOVAN HOGAN
Content Strategist







→ ACTIONABLE INSIGHTS

Create a cohesive marketing campaign that builds anticipation for your activations, captivates attendees, and drives booth traffic during the event. After the event, nurture your audience to consider your products and services.

Considering how all available marketing channels can elevate your events.



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AI FOR EXPERIENTIAL MARKETERS



AI for Experiential Marketers

HARNESS PERSONALIZATION AND INTEGRATION

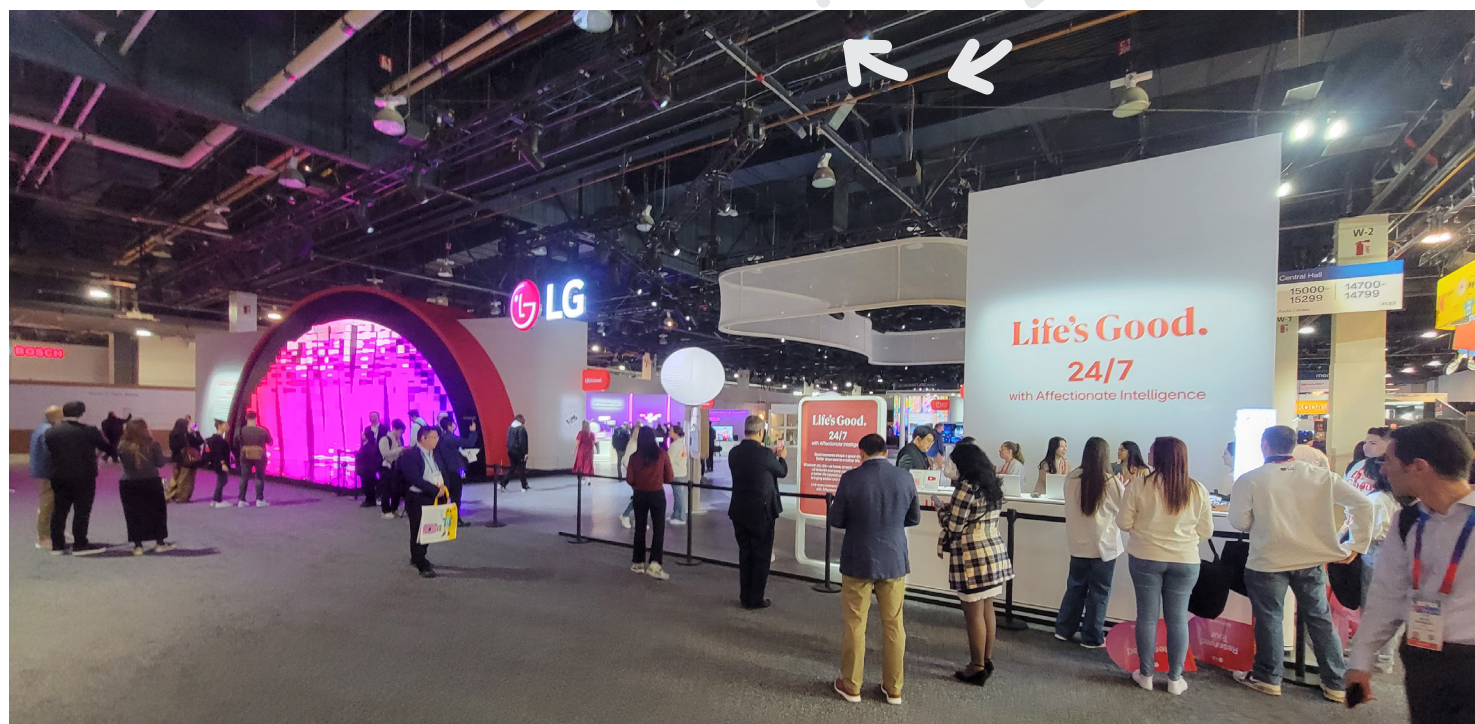
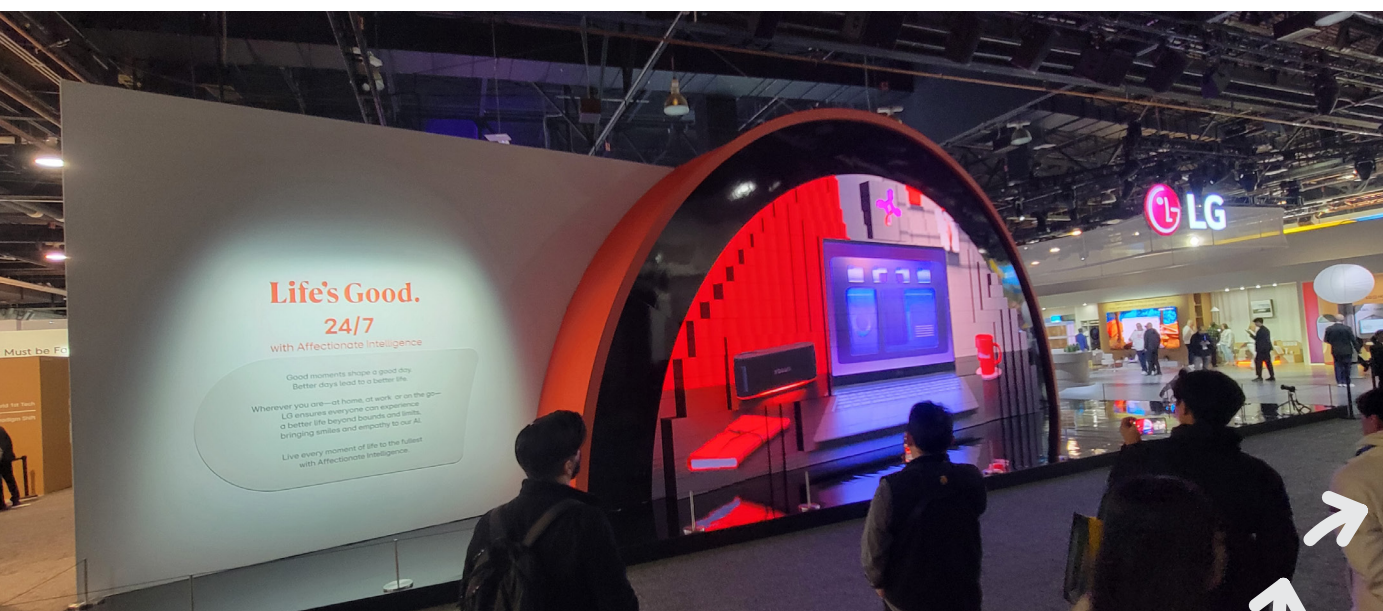
AI was a major theme at CES, but for experiential marketers, the key takeaway wasn't about the tech itself—it was about how to use it. The future lies in agentic AI, which allows users to build custom workflows and create personalized experiences tailored to their needs while integrating and streamlining their tech stack.



“LG set the stage for marketing AI at CES. With the tagline “Affectionate Intelligence,” It was abundantly clear to attendees that their AI products were designed with improving the end user’s life in mind. Each element of their booth welcomed the audience to explore at their own pace and experience firsthand the personalization capabilities across their product lines.”

TK KOMLOFSKE
Vice President of Client Strategy





LG WITH "AFFECTIONATE INTELLIGENCE"

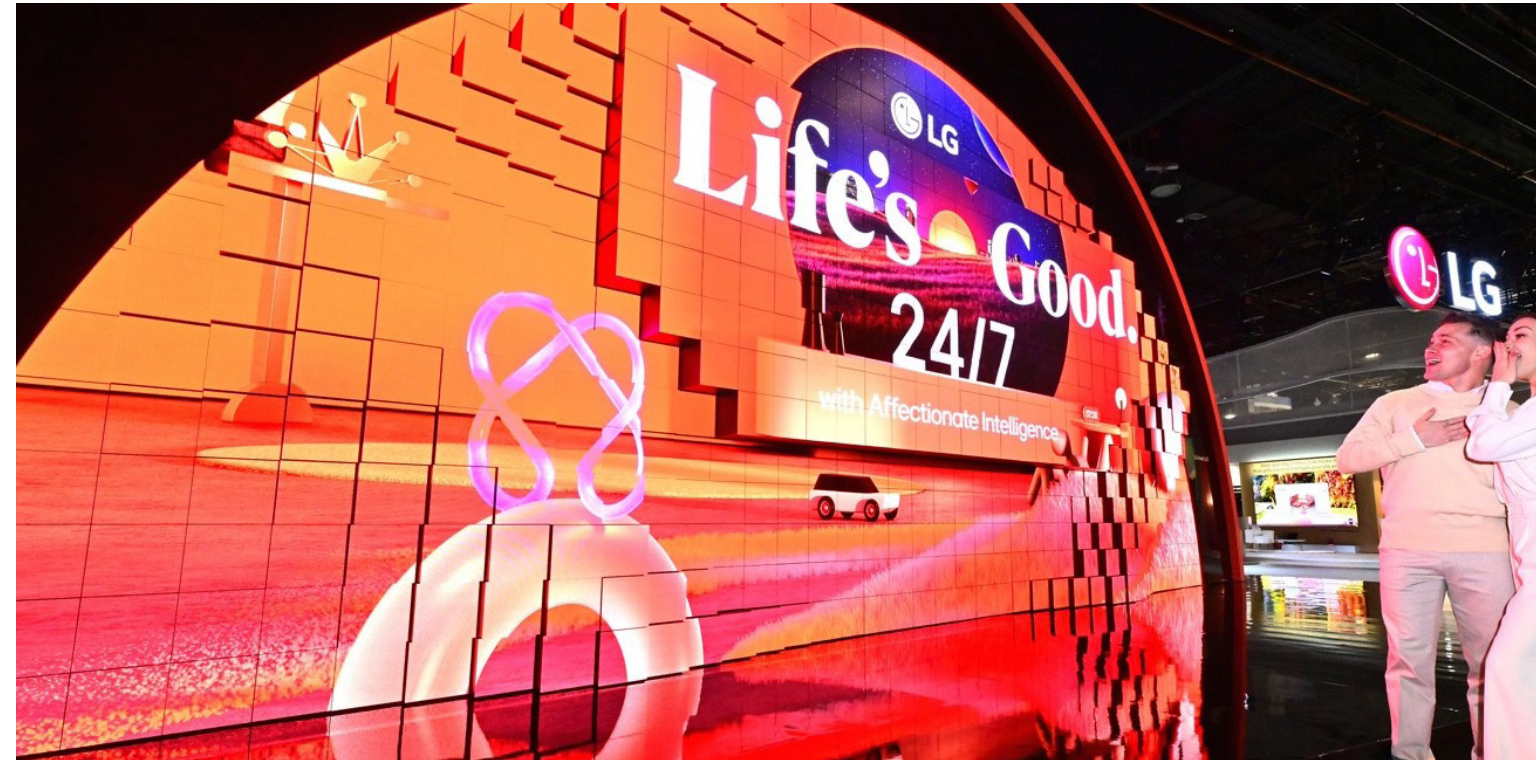


ACTIONABLE INSIGHTS



Show how your AI solutions simplify your audience's lives. Personalization and integration are essential for creating impactful, intuitive activations.

The development timeline of AI products and services continues to shrink; therefore, it's important to balance storytelling between now and next through the eyes of your audiences.



SUSTAINABILITY IN ACTION





Sustainability in Action

MAKE IT TANGIBLE, NOT JUST A TAGLINE



Sustainability was front and center at CES, with brands integrating eco-conscious practices into their booths—not just in messaging, but in experiential design. Attendees want to see and feel your sustainability efforts in action. From booth materials to upcycled elements, audiences are eager to see sustainable practices in the content and construction of your experience.



“The most effective sustainability stories are told through practical application of green tactics. Show, don’t tell – if sustainability is a key element of your story, allow it to be a part of your exhibiting approach.”

BRIAN CICCO

Customer Experience Creative Director





ACTIONABLE INSIGHTS

Infuse sustainability into the journey and experience of your booth design—not just the graphics.

Use tactile demonstrations that highlight the real-world application of your sustainability initiatives.



EXHIBIT DESIGN STRATEGIES



Exhibit Design Strategies

OPTIMIZED DESIGN FOR MAXIMUM IMPACT

Standing out from the crowd is increasingly important at CES. Brands only have a few seconds to capture your audience's attention. Architectural and strategic design choices are essential in curating an impactful and elevated brand presence that is both immersive and interactive. At CES, the most successful booths focused on purposeful design and impactful engagements rather than size alone.



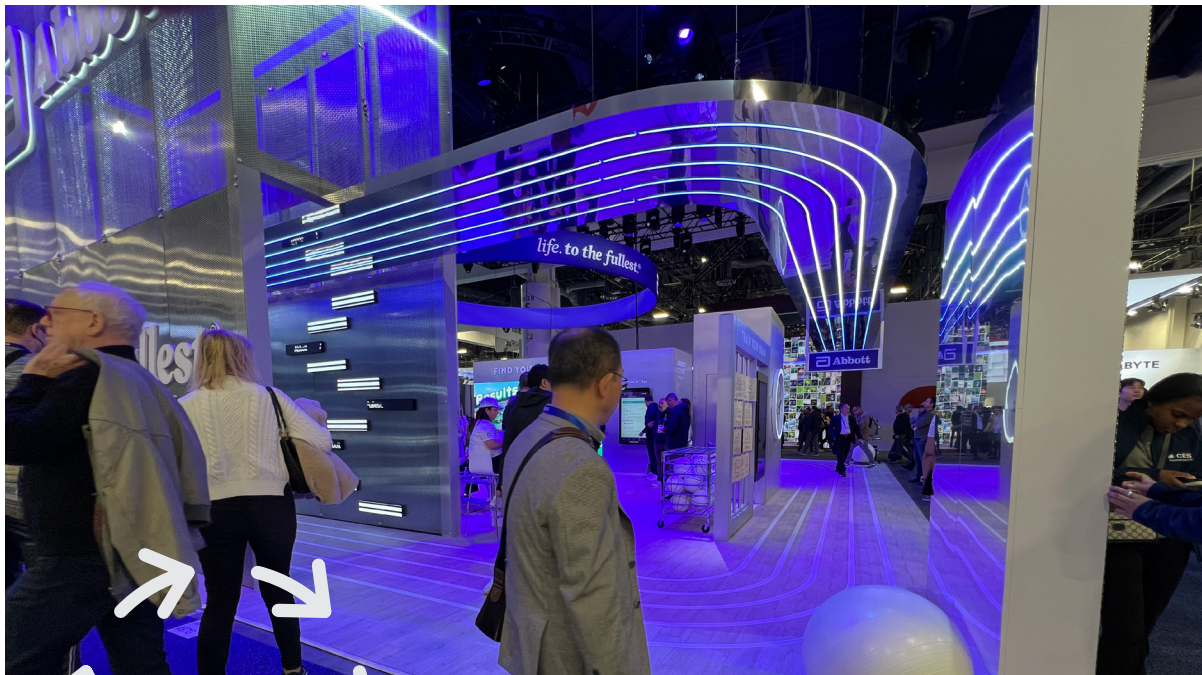
"The right space and location can give you a distinct advantage. Selecting your booth space early and thoughtfully can greatly influence your visibility and impact. Locations near entrances, off the main aisle, or adjacent to public gathering spaces can set the stage for maximum exposure."

JOE DEZZUTTI
Creative Director





SIEMENS "TECHNOLOGY TO TRANSFORM THE EVERYDAY"



ACTIONABLE INSIGHTS



Build Smart: Utilize ground-supported structures to reduce rigging expenses.

Optimize Space: Use lightweight, semi-transparent materials to create defined areas without feeling closed off.

Maximize Flow: Design with attendee traffic, competitor presence, and the exhibit hall floor plan in mind to invite exploration and avoid being shut out.



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BOOTH CHOREOGRAPHY



Booth Choreography

HOW TIMING AND STORYTELLING CAN CAPTIVATE

Your booth isn't just a space; it's a stage. The most memorable activations at CES choreographed their experiences with deliberate timing and storytelling. From product reveals to thought leadership sessions, attendees stayed engaged because they felt like part of the action.



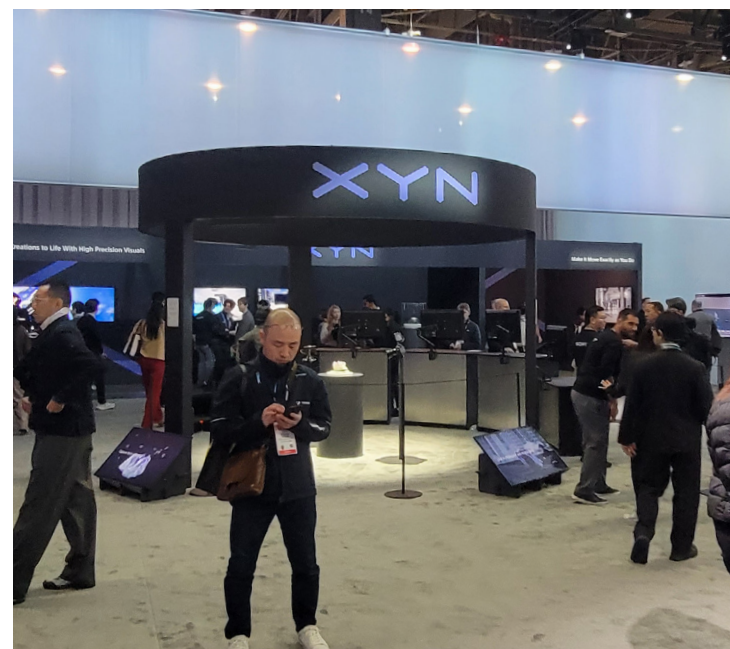
“Bringing your brand story to life in a face-to-face setting can be challenging. Unlike a TV ad or website, your audience will encounter your story in a non-linear, unpredictable way. Those challenges come with opportunities, though. A face-to-face setting allows you to immerse your audience in what makes your story special. By using all of these tools – the aisle ‘hook,’ the physical design and layout of the space, wayfinding and graphics, and interactive elements – you can create an experience that surrounds your audience and allows them to explore your story in a unique and authentic way.”

BRIAN CICCIO

Customer Experience Creative Director








ACTIONABLE INSIGHTS

Use choreography as the thread that connects all the unique elements of your booth. From the aisle attract to the interactions with staff, create a cohesive journey for attendees.

Display a clear schedule in your booth, online, and in event apps. Use countdowns to build urgency for special activations.

Consider external events and peak traffic times when planning key moments.

CONTENT AND GRAPHICS





Content and Graphics

BALANCING SUBSTANCE WITH STYLE



At CES, large-format LED displays dominated, but many fell short because their content lacked meaning. Without compelling visuals and messaging, even the flashiest displays lose their impact.



“With so many digital elements in today’s exhibits, it is important to include space for the eye to rest. natural features, earth tones, printed textures, and other light materials could be seen throughout the CES show floor, helping to balance the digital and create calming and inviting spaces.”

JOE DEZZUTTI
Creative Director



SAMSUNG WITH "AI FOR ALL"



ACTIONABLE INSIGHTS



Keep essential messaging above six feet to avoid being blocked by heavy booth traffic.

Don't overspend on displays without a content strategy. A simple fabric graphic with strong messaging can be just as effective.

Leverage audio and video together for immersive storytelling.



PRODUCT DEMOS AND INTERACTIVITY



Product Demos and Interactivity

ENGAGE THROUGH STORYTELLING

At CES, hands-on product demos and tactile interfaces were a hit. The best activations didn't just showcase features digitally, they used storytelling to show how products solve problems or create value for their users. Focusing on physical, tactile, and hands-on experiences can differentiate in a 'sea of same' while inspiring your audience to envision themselves benefiting from the product or service.



"While massive digital screens can cause attendees to stop in the aisle, engagement (especially more didactic experiences) can benefit from a more intimate, tactile approach."

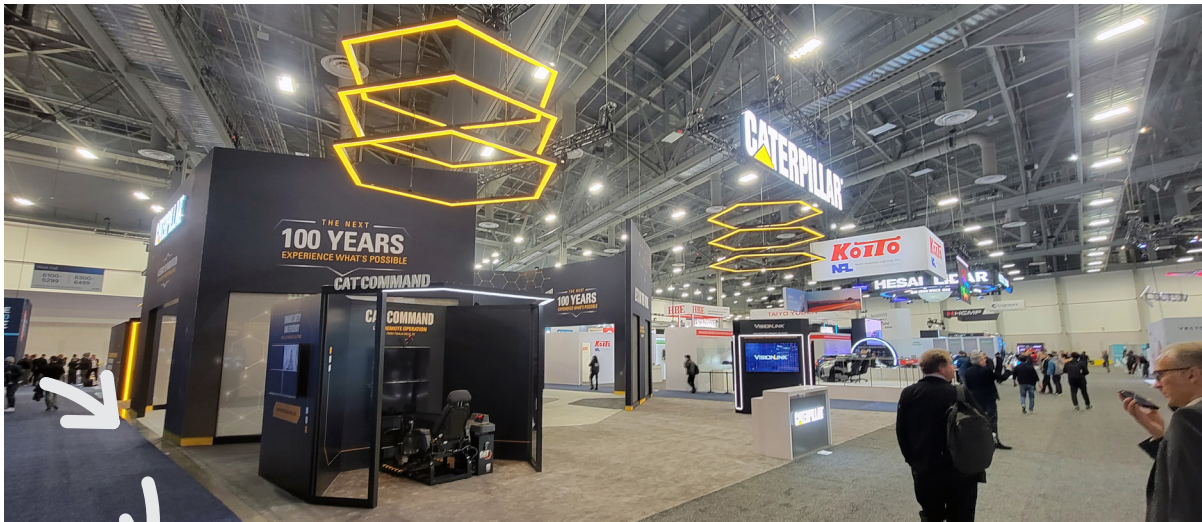
BRIAN CICCIO

Customer Experience Creative Director





HISENSE WITH "AI YOUR LIFE"



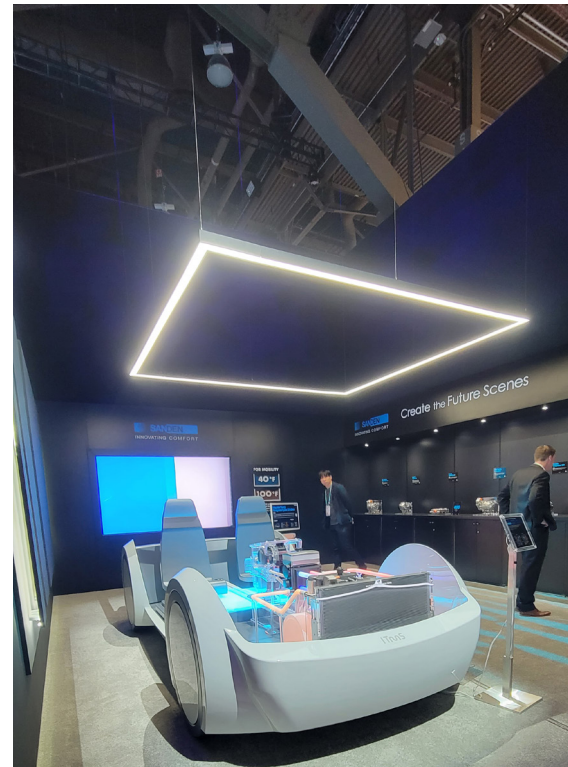
ACTIONABLE INSIGHTS



Avoid static prototypes—give attendees a hands-on experience with working models or simulations.

Focus your demo on the end-user benefit rather than technical details.

Balance digital interactivity with tactile interfaces for maximum effect.



IN CONCLUSION





In Conclusion

CES 2025 offered a masterclass in what is now and next for experiential marketing. From leveraging AI for personalized experiences to integrating sustainability into every aspect of booth design, these trends are not just inspiring—they are essential for staying competitive.



BRIAN CICCO

Customer Experience Creative Director



Brian joined Derse in 2006 and has extensive experience developing creative solutions for trade show exhibits and branded environments. He specializes in leading integrated exhibit and event programs and brings a wide range of creative skills to the table, including seed idea brainstorming as well as content development, storytelling, and script writing. Notable clients Brian has partnered with includes Gilead, AbbVie, GE HealthCare, and Hologic.



JOE DEZZUTTI

Creative Director



Joe joined Derse in 2016 and has more than 15 years of experience in environment design. He has extensive experience designing with the purpose of achieving client objectives and driving results. Some notable clients he has partnered with include Hologic, Regeneron, Samsung, Aramco, and Taylor Farms.



TK KOMLOFSKE

Vice President of Client Strategy



TK joined Derse in 2023 and has more than 20 years of experience in experiential marketing across sales, account management, project management, and event production, supporting a myriad of industries such as medical technology, telecommunication, action sports, gaming, consumer goods, automotive, and IoT. TK has supported numerous experiential programs for B2B and B2C brands such as Rolls-Royce, FLIR, Kyocera, Planar Systems, Toyo Tires, and Nintendo of America.



DONOVAN HOGAN

Content Strategist



Donovan joined Derse in 2024 and has more than a decade of experience in content marketing. His diverse expertise is applied by creating dynamic insights and strategies for our internal and external communications. His pedigree includes such clients as Frito-Lay, PepsiCo, Qdoba, and Johnsonville Sausage.

Want to take your activations to the next level?



Contact us today and we'll help you deploy
these insights at your next brand activation.

LET'S CHAT!