

# A Long Awaited Return of the CES Showcase and Reception

For seven years, GENIVI (now COVESA) had a great run of member showcase events at the popular Consumer Electronics Show (CES) each January in Las Vegas. At our last showcase in January 2019, just prior to the Corona Virus lockdown, we hosted a highly targeted, automotive audience of over 1500 attendees. These attendees browsed over sixty tables with automotive products and services from big name tier 1 suppliers to small, innovative start-ups. What a night! The best place to be to meet, greet and do business with a global, automotive buyers and sellers network. And way easier than navigating a crowded show floor at the convention center.

It is with great pleasure that COVESA announces the return to this exciting event on 5 January 2022 at the Bellagio Hotel in Las Vegas. The COVESA team (same as GENIVI) is preparing to bring this event back...and we hope you can join if you are planning to attend CES 2022. We have already begun our communication about the event, having just completed a similar reception during the Auto Tech Week in November near Detroit. It felt SOOOOO good to be together again! Sponsoring and showcasing companies were pleased with that event and many of already booked their tables for the CES event.

The event will be held on 5 January from 6:00-9:00 pm in the beautiful and spacious (22K square feet) Bellagio Ballroom of the Bellagio Hotel and Resort. This event is not an official CES event (don't look for it on the CES agenda) and CES organizers have granted COVESA approval to continue our long history of excellent, off-hours event. Attendees can expect a "who's who" of automotive and connected vehicle stakeholders as well as a growing list of sponsors and companies showcasing their latest products and services.

If your company's products and services are in need of some greater visibility among a highly qualified, automotive and connected vehicle audience, then please consider reserving your space by contacting [michael nunnery](#) for more information and options. If you are interested in browsing products and services from many high quality companies in a single place (with a cocktail in hand), then [register today](#) using the passcode "collaboration". Note that COVESA insists that the attendees qualify as an automotive stakeholder, so pre-registration is required.

In summary, we are thrilled to be back at CES 2022 and we hope you can attend our next in-person gathering. If you have any questions about COVESA or the event, please contact [Steve Crumb](#) or Mike for more information. See you in Vegas!