Attend and experience the Consumer Electronics Show (CES)

January 5-8, 2015
in Las Vegas

The International CES (Consumer Electronics Show®) is the world’s gathering place for all who thrive on the business of consumer technologies.

It's where business gets done:
on the show floor, in and around our conference program, in impromptu connections and in planned meetings and special events.
The tradeshow converges once a year in Las Vegas for one of the most influential business events in the electronics industry.

Student participants will experience the behind-the-scenes business of buyers and vendors in the hardline’s industry, shadow industry professionals and meet with merchandising and marketing experts learning about possible future career opportunities.

CES is not open to the public. UW students will be selected to participate with the Kohl’s Center of Retailing through application. Students currently in the Retail major will be given first preference. Student applications will then be ranked and the top 12 will be invited to participate:
• GPA
• Number of credits earned
• Response to four short questions

In addition, students who wish to tour Zappo’s headquarters and have a buyer shadow experience at Zappo’s on Thursday, January 8th will be able to through a special arrangement.

Students participating in the CES trip must attend a meeting on December 10th at 6:00pm, in 4235 Nancy Nicholas Hall. Expectations and further details will be discussed at this mandatory meeting. Students will be required to agree to a code of conduct while participating in this opportunity. The detailed daily schedule, preparatory assignments and other pertinent information will be available for participating students through Learn at UW prior to departure.

The cost to participate is $485
This includes hotel room, all associated taxes, tradeshow admittance, group theater show event, a group dinner and supervisory expenses. The cost is based on quad occupancy per double bed room. Alternate occupancy arrangements will require an additional cost. Students are responsible for arranging and paying for their own transportation to and from Las Vegas.
Estimated additional out of pocket expenses = airfare $400, luggage $50, LV cab to/from airport $40, meals, in city transportation including transportation to and from tradeshows and incidentals $200 = $690.

To apply: submit the completed registration form, an unofficial transcript and a check for $485 payable to the Kohl’s Center for Retailing no later than by Noon, Tuesday, December 2nd, 2014 to Angie Badura. Students will be notified by end of day Monday, December 8th if they have been accepted to participate or not based upon the above preferences and rankings. Those not accepted will receive their check back (or destroyed upon request).

For more information about CES: www.cesweb.org
For questions contact: Dr. Nancy Murray by email: njmurray@wisc.edu