

Case in Point: Uniting Diverse Tech Startups for a Common Cause at CES

Suite Innovation: Tech Startups Band Together, Get Max Exposure at CES

CES. It's the biggest tech event of the year. What happens when 10 diverse high tech startups from Singapore descend on Las Vegas with big goals in mind?

Get2Volume, a tech incubator in Singapore, has been a Lages client for years. Acting in collaboration with the Singapore Semiconductor Industry Association and other like-minded incubators, Get2Volume was bringing 10 high tech startups to CES – all looking to make a big splash at the show. The catch? None of the companies would be exhibiting on the show floor – they would share a suite offsite at the Venetian Hotel. They would also all be sharing the same budget, and would not be making any new product announcements.

From chip design in the cloud to mobile commerce and wireless healthcare – technologies from many different sectors were represented by the Singaporean faction. Luckily, Lages has deep experience across the technology gamut, and came into the project already equipped with market and audience insights that were parlayed into time savings – and a huge tactical advantage.

Looking to attract the attention of the forward-thinking, cutting edge technology insiders that come to CES, Lages set out to put together a plan that would enable the Singaporean startups to stand out from the crowds - and be the hot ticket items of the show.



Inc.



Pictured above: Inc. reporter Christina DesMarais gets the scoop on sweet new technologies from the Suite Innovation participants.

The Program

Centered around the pivotal role Singapore plays in the global technology industry, Lages conceived a concept that would tie all of the disparate companies to a common theme, and 'Suite Innovation' was born. Playing off of "suite" and "sweet", Lages branded Suite Innovation as a 'haven' within the chaos of CES – complete with a fun, memorable candy theme.

Bringing it all together and serving as a focal point, Lages built a comprehensive Facebook page to act as the web presence for all 10 Suite Innovation companies. Here, reporters could get an overview of each company, and have access to product shots and logos - as well as link to their corporate websites. Lages updated the page almost hourly with real-time photos, coverage as it happened and more.

Suite Innovation was positioned as having something for everyone-giving CES-bound media and analysts a one-of-a-kind opportunity to learn more about the latest and greatest tech breakthroughs and the people behind them – all under one roof.

Keeping with the theme, candy, pastries and more were provided to satisfy sweet teeth – and entice media and analysts to come by The Suite. Having to get creative in order to pull targeted audiences away from the main show floor, Suite Innovation hosted a "kick start" breakfast – where show goers could stop and fuel up on their way to the show.

In order to get a true feel for each of the startups in The Suite, Lages formed relationships with the principals from each company. This strategy proved to be a successful one. In fact, several Suite Innovation companies continued the working relationship with Lages well after CES wrapped up.



The Results

Sweet success! One of the first responses Lages secured was from Inc. Magazine, who sent a reporter onsite to interview representatives from all of the different companies. Electronic Design, Gartner, MobileTrax, EETimes, TechinAsia and more also wanted in on the action, and Suite meetings began to book up quickly. Lages took a *hit them* early and often approach, keeping in front of its finely honed list of media and analyst contacts with the latest from the Suite Innovation companies.

“While I certainly clocked plenty of miles through the convention center handling gadgets, snapping photos and tramping off to press conferences, the best time I spent this CES was in a hotel suite at The Venetian where I met a group of start-up founders from Singapore.” –Inc. reporter, Christina DesMarais



The Companies



PLUNIFY



“Lages does it again – they have been our PR and marcom partner from Day One, and I can always rely on the team to conceptualize and perfectly execute a program that delivers results – no matter what curveballs I throw at them.” – Mike Holt, Partner and CEO, Get2Volume

Inc., EETimes, EETimes Asia, ZDNet, Engadget, Retail Merchandiser, Electronic Products & Technology, Mobile Commerce Insider, Internet Retailer, TechCrunch, Mashable Tech in Asia



15635 Alton Parkway
Suite 125
Irvine, CA 92618
P: 949-453-8080
E:pr@lages.com
www.lages.com