



Czarnowski Collective

CES|26

THE INSIDER REPORT







An inside look at the latest experiential marketing designs at CES.

CES is where the most progressive brands come to share their story with the world. No other conference has the diversity of brands, audiences, and press that CES does. It is a show that demands attendance and study. What follows is a summary of some of the most significant themes, wow exhibits, and relevant trends.

“The CES Insider Report is an early indicator of how brands in every industry will use real-world experiences to connect, persuade, and differentiate in the year ahead.”

PHILIP SCHLITZ
VP, GLOBAL HEAD OF BUSINESS DEVELOPMENT







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The Rundown

It's impossible to squeeze the experiential goodies found at the world's largest tech show into a handful of pages (but hey, that won't stop us from trying). The Rundown highlights essential stats, standout themes and the ways CES continues to evolve alongside the brands shaping the experience.



AT A GLANCE



BY THE NUMBERS



PLACES & SPACES



THE RUNDOWN

2026 at a Glance

CES continues to prove itself as a force in tech innovation and experiential excellence. Companies brought their a-game with product debuts spanning robotics, mobility, wearables, accessibility, energy, enterprise, entertainment and more.

As Consumer Technology Association CEO Gary Shapiro notes, CES remains “the world’s **most powerful proving ground** for innovation.” It’s a top-of-the-year launchpad that sets the tone for the new year in four short days. Though 2026 saw roughly 400 fewer exhibitors, the competitive spirit was fiercer than ever as companies raced to show their potential.

The brand landscape of the show is undergoing a **noticeable shift**. We see many now prioritizing the meaningful few over the massive crowds, creating smaller, more intentional experiences while others seek to amplify their presence throughout the city. Some opted to shift off the show floor while others stayed home entirely.

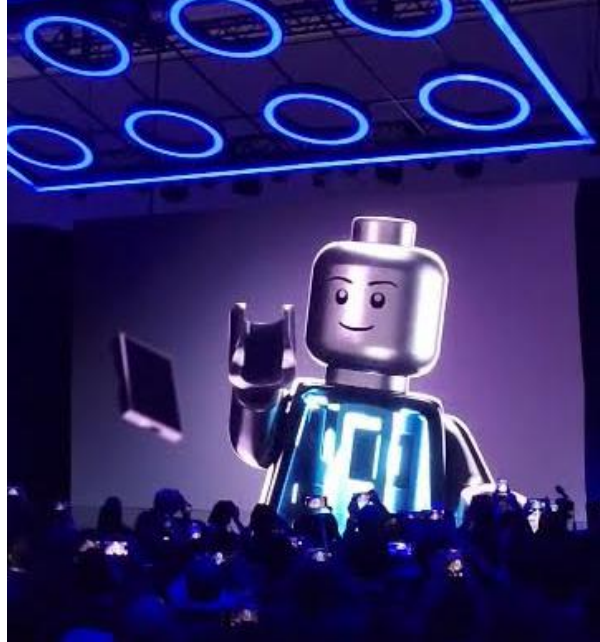
Keep reading to explore how industry-leading brands define successful experiences and what their decisions reveal about the broader experiential landscape.



“From scaled-down exhibits to surprising moves off the show floor, this shift in engagement strategy signals less a decrease in dollars and more a rise in intentionality.”

MARGARET SHAUL
ASSOCIATE STRATEGY DIRECTOR



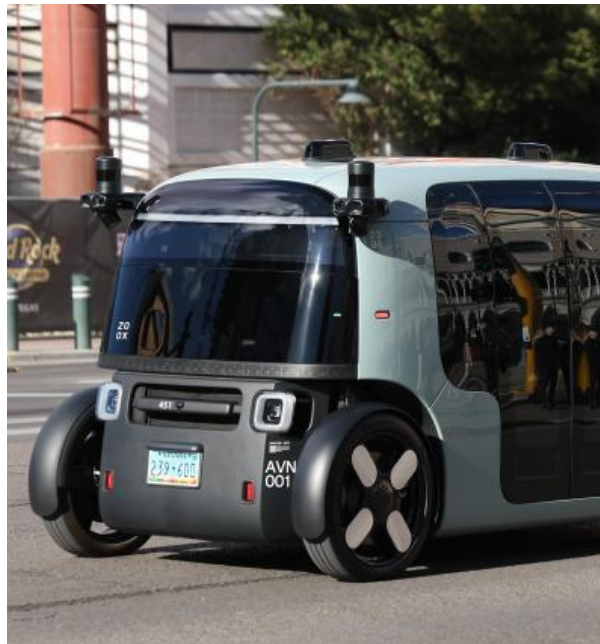


THE RUNDOWN

New tech is chasing a new level of harmony

This year, technology moved from cognition to coordination. Products have moved beyond simply being intelligent and entered an era of integration. AI was no longer framed as a responsive layer reacting to inputs, but as an orchestrator connecting systems, environments, and experiences in real time. The emphasis shifted from “what a product can do” to **how technologies collaborate**, persist, and operate together across physical and digital contexts.

This evolution was visible across categories. LEGO’s SmartBrick exemplified how even traditionally analog brands are embedding intelligence into modular systems, transforming static objects into responsive platforms that learn, adjust, and connect. Meanwhile, Zoox’s cross-city presence reframed autonomy not as a contained demo, but as infrastructure, distributed, operational, and woven into the fabric of the city itself.



“The future isn’t about smarter devices. It’s about smarter ecosystems that coordinate continuously, often invisibly, in the background.”

BRIAN TEPLITZKY
SENIOR DIRECTOR, BRAND ENGAGEMENT





THE RUNDOWN

Belief is built through action

At CES, belief is the beginning of every serious conversation. This year, it became clear that progress, much like people, is judged not only by what it can do, but by how it behaves when introduced to others. Innovators armed themselves with impressive facts and figures—and rightly so. After all, an invention without proof is merely a pipe dream.

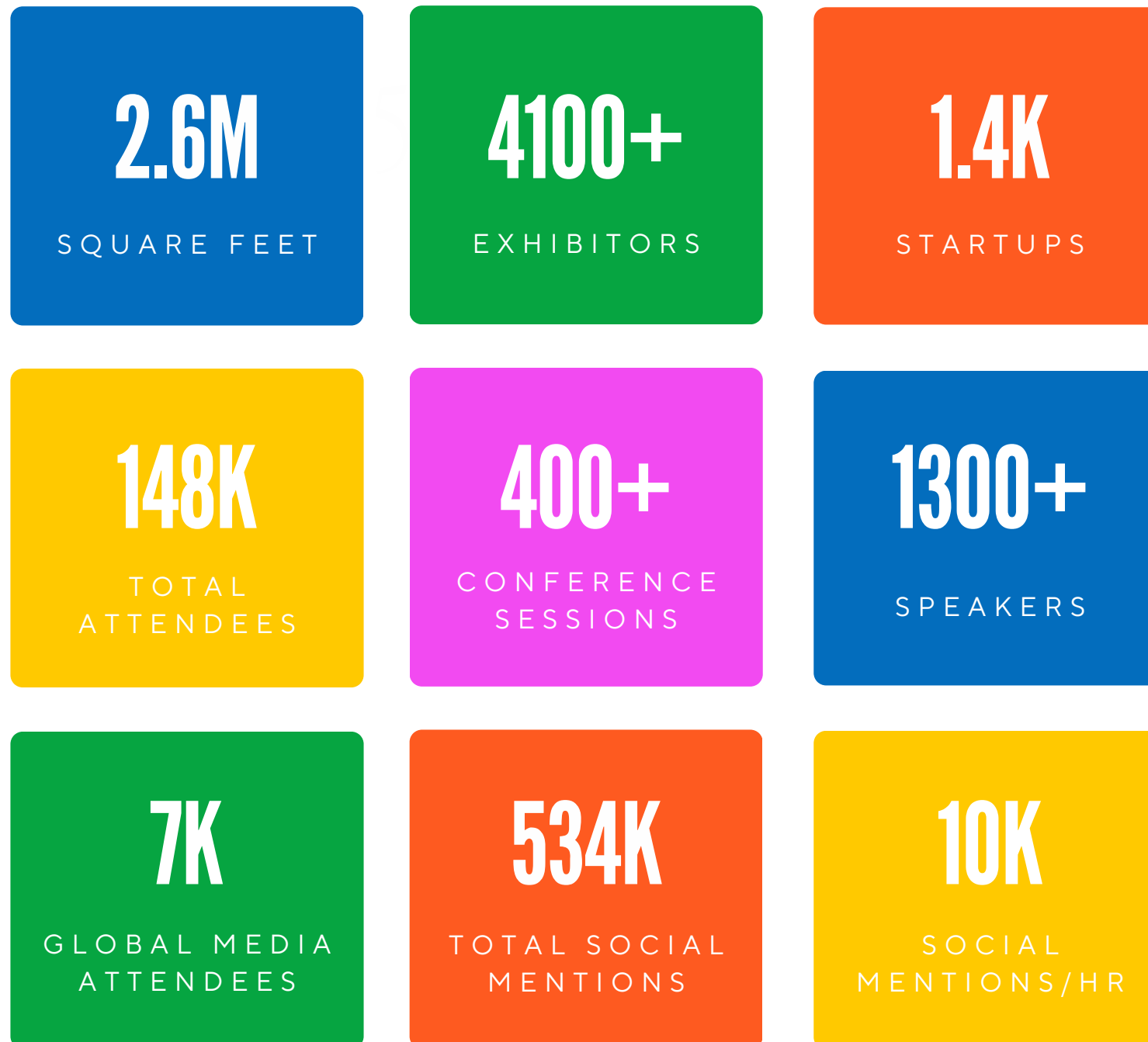
However, the wisest companies knew that belief is not built by shouting credentials, but by giving small, convincing demonstrations of character. A robot boxing demonstration showcasing the power of AI stabilization was far more believable than promo videos. The cleverness lay not in hiding the mechanics, but in presenting the technology in a **familiar human context.**

In this way, utility and affinity did not compete for attention. One proved the invention was capable, the other that it was worth believing in.

“The technologies that held attention longest were the ones that shook your hand before showing you their résumé, earning the right to be examined more closely.”

JONERIC AMUNDSON,
EXECUTIVE CREATIVE DIRECTOR





THE RUNDOWN

CES by the Numbers

CES is the world's largest tech show for a reason. Each January, technologists, business leaders, entrepreneurs, and media converge to explore new breakthroughs and see where innovation is headed next. The event experienced consistent, steady growth compared to the previous year, building on past momentum. This progress allowed CES to reach a broader and more diverse audience than before.



THE RUNDOWN

Places + Spaces

As CES's momentum grows, so too does its footprint

LVCC CAMPUS

CENTRAL HALL + CENTRAL PLAZA

The original hall and adjacent lot. This is where major players bring their A-game both inside and outside.

NORTH HALL

Companies dedicated to AI, energy, IoT and smart city advancements

SOUTH HALL

Design and source brands.

WEST HALL

Showcases the entire mobility ecosystem



CES FOUNDRY

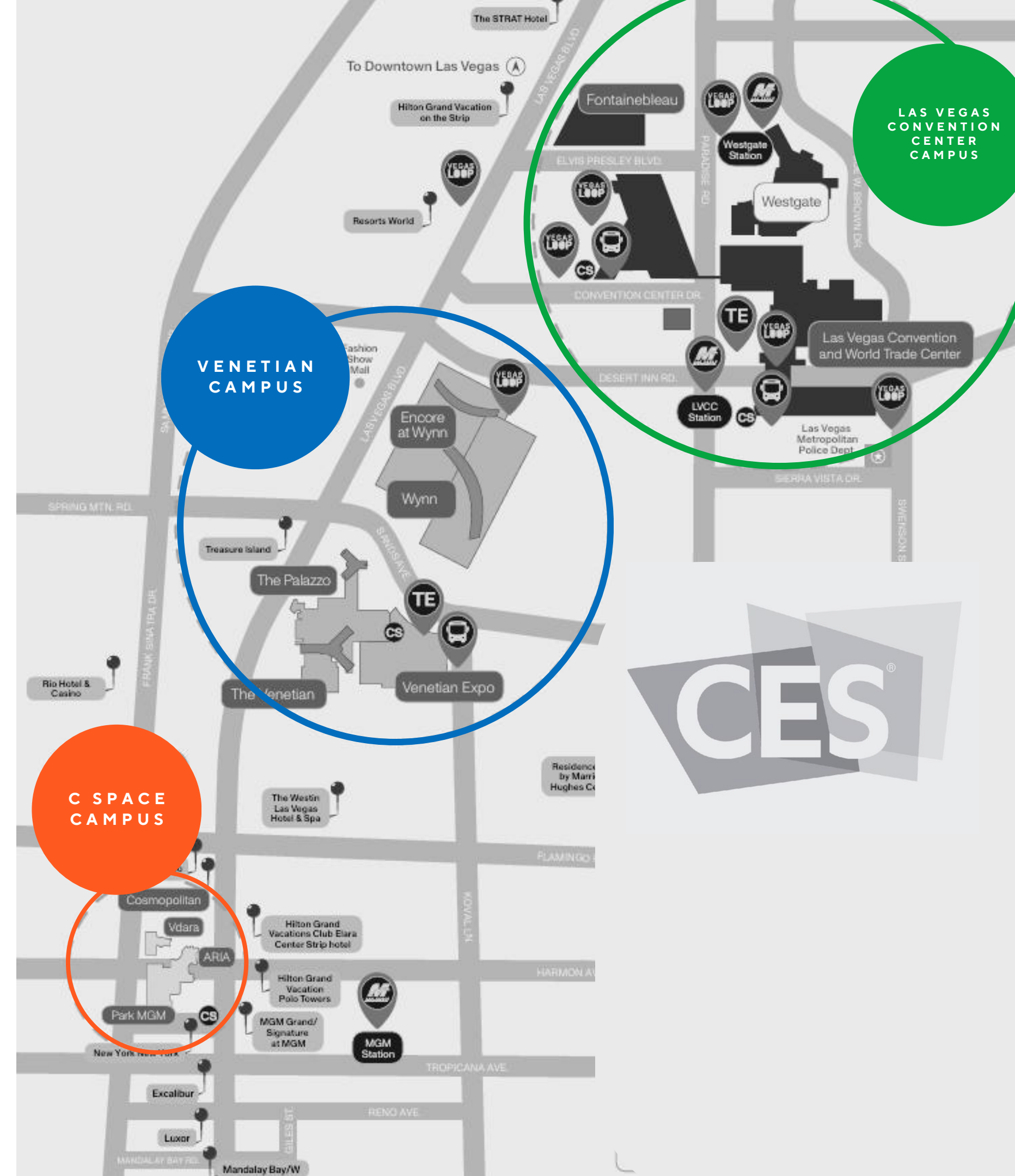
A brand new space in the Fountainsbleau focusing on AI and quantum technologies

VENETIAN CAMPUS

More intimate spaces, standalone exhibits and meeting rooms for tech and consumer brands.

C-SPACE CAMPUS

Hub for advertising, entertainment and content activations at the Cosmopolitan, Vdara, ARIA and Park MGM.







HOOK, LINE AND
SUBSTANCE



EARNING THE
EXPERIENCE



STORIES YOU
STEP INTO



PARTNERSHIP
AS PROOF



FIRING ON ALL
SENSES

"This year's CES illustrates technology's evolution from one-off innovations to holistic and human experiences."

MICHAEL DEZSO
VP, HEAD OF STRATEGY



 CES|26

The Trendsetters

The 2026 Trendsetters showed up and showed out, both in the exhibit hall and far beyond it. Surprising moves and strategic shifts revealed just how quickly technology—and the experiences built around it—are evolving. The following pages highlight how these industry leaders are shaping the next era of brand engagement.



Hook, Line + Substance

A flashy feature might pull people in, but what happens when the spectacle outshines the experience? The real challenge isn't finding a great hook, but being intentional about what's on the hook. Once you reel people in, you have to deliver a story worth staying for. CES is overflowing with must-have swag, mechanical marvels, and jaw-dropping displays. For companies looking to truly resonate, drawing attention is only the first step. The standouts delivered substance, not just spectacle.



PANASONIC

Curiosity compels a closer look.

A visible queue outside a semi-exclusive exhibit acts as its own marketing, amplifying demand. Panasonic leaned into this notion with a walled-garden environment that not only sparked curiosity, but also gave the brand full control over how their story unfolded.



IMMERSIVE

By admitting small groups on a set cadence, they engineered a shared “wow” moment inside a 360 theater that showcased the company’s legacy and latest innovations. Visitors then emerged into a refreshingly open space, free to explore content at their own pace without battling crowds.

INTERCONNECTED

Three distinct zones demonstrated how Panasonic uses AI to enhance the ways we Optimize, Safeguard, and Live our lives. A central data hub represented how all of these are inherently connected, illustrating how Panasonic's technology powers a smarter, safer, more efficient future.

INTERACTIVE

Before exiting, guests were invited to take a photo and leave their mark at the “MAKE” experience, contributing ideas for the future we can build together on dimensional letters for a chance to win exciting giveaways.



"Panasonic showcased how brands can rise above the noise by pairing innovation with intention, creating an experience that resonated long after the initial wow."

MEGAN RALPHS
ACCOUNT DIRECTOR





BRUNSWICK

Reeling 'em in

Six years at CES and Brunswick finally launched a boat from the show floor. A first-ever launch demanded more than machines making waves. Small refinements added up: opening the entrance for better sightlines, adding a water fountain that brought crowds into Brunswick's native environment before they stepped inside. Then the threshold moment: a boating dock led visitors directly to the Sea Ray SLX 360, already docked to reinforce the vessel's autonomous docking capabilities. From there, the dock guided visitors toward AI-powered simulators, turning spectacle into sustained engagement.

"What could've been another machine on the show floor became something more because Brunswick understood that riding in a boat means nothing without remembering what it feels like to be on the water."

JOHN DEERE

Harvesting attention

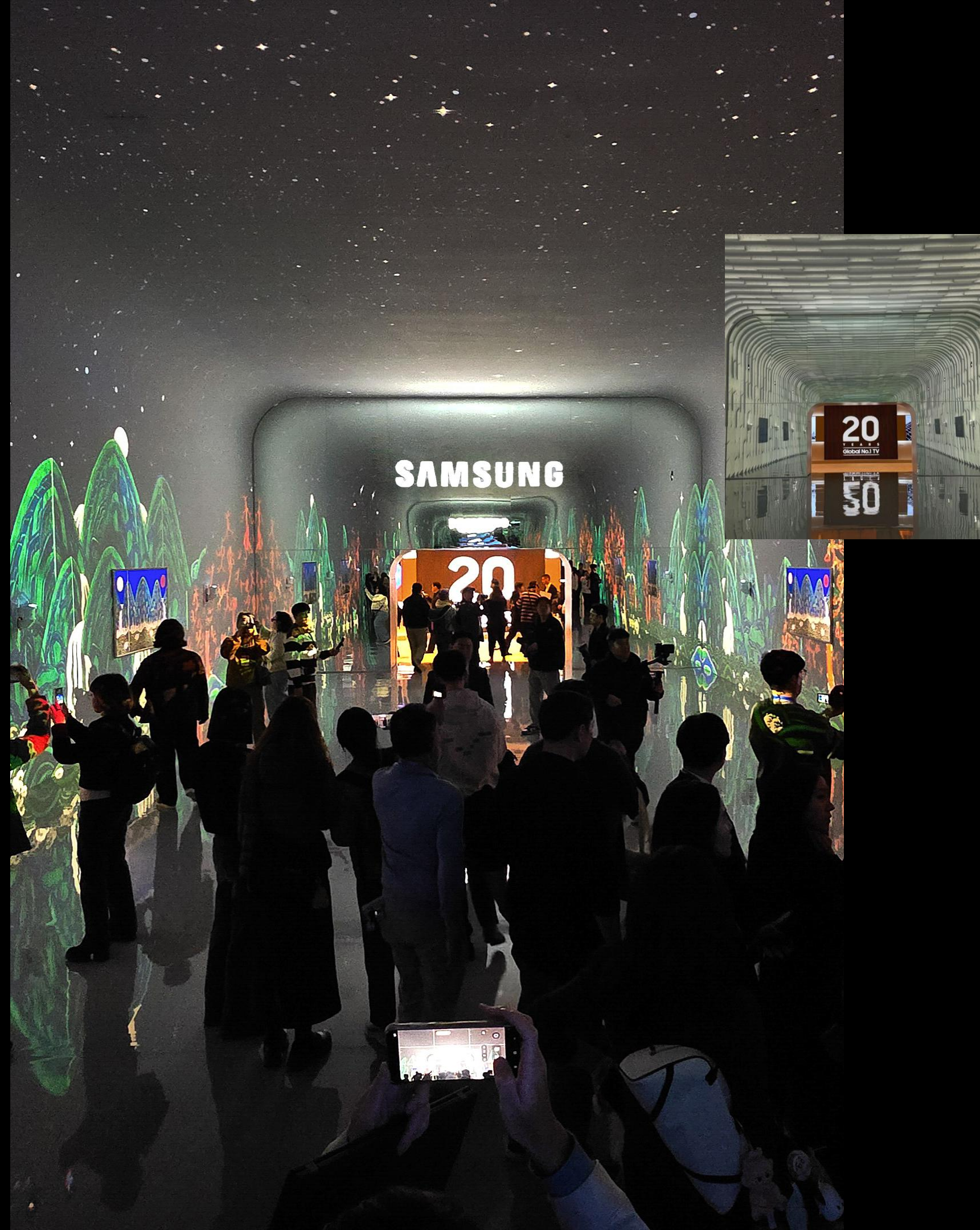
John Deere has never hesitated to use CES's biggest equipment to draw a crowd. This year, the brand showcased the integration of heavy machinery and next-gen technology. The centerpiece was a massive harvester that used an LED floor and a custom "digital crop" cylinder to demonstrate how automation and connectivity address labor shortages in the farming industry. Beyond the main display, the booth engaged visitors with a full-size simulator, scale demos, and a line of attendees eagerly waiting to snag an iconic John Deere hat.



KIRÉ DAVIS
SENIOR STRATEGIST







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Earning the Experience

CES 2026 subtly redefined what “open” means on the show floor. Instead of maximizing accessibility, several brands used intentional friction such as physical barriers, appointment-only access, and controlled entry points to shape perception and elevate the experience. Closed or semi-closed environments signaled a focus on engagement over volume, while off-site locations demanded intention and time. Together, these approaches revealed a shift: access itself became a brand signal. The most memorable experiences were not the most visible. They were the ones that made entry a conscious choice.



SAMSUNG

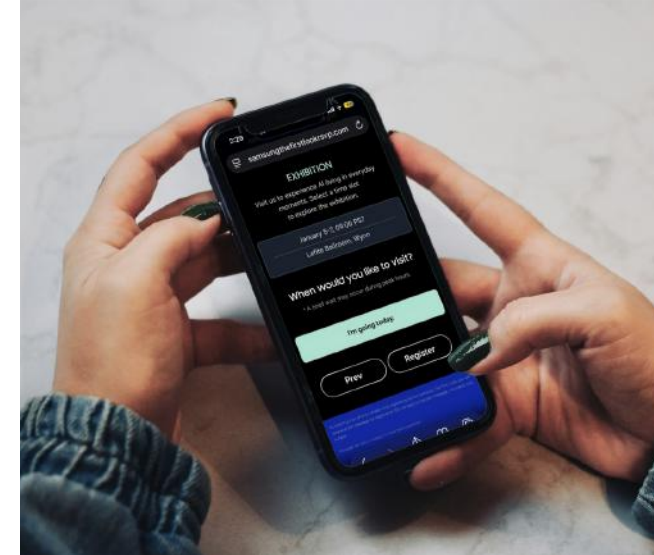
Bold moves can create powerful gravitational pulls.

A CES veteran with decades on the show floor stepped off it entirely. With a standalone exhibition hall for their AI ecosystem experience at the Wynn Hotel, Samsung's "The First Look" opened with a media-only preview before offering two days of public access. The twist? Attendees had to track down an off-site QR code, register in advance, and select a time slot. Taking an RSVP-only, off-site approach allowed Samsung to deliver a more intimate narrative to a more invested audience. The experience began in an enclosed atrium that felt like anything but a hotel ballroom. Vivid projection displays transported attendees into a futuristic world before they even stepped into the showcase areas.



"If attendees are willing to go out of their way to experience your brand, you've clearly earned their attention. Want to earn their loyalty? Make sure their experience was well worth their effort."

LEXI CORN
VP, MARKETING



AI GALLERY ZONE

An entry that demonstrated how AI can enhance creativity and expression through reimagined classic works.

ENTERTAINMENT COMPANION ZONE

A showcase of AI-powered viewing and listening, highlighting more intuitive and immersive entertainment experiences.

HOME COMPANION ZONE

AI-driven appliances and systems designed to minimize everyday tasks and move toward a "zero-housework" home.

CARE COMPANION ZONE

A wellness ecosystem where mobile, wearable, and in-home devices support sleep, cognitive health, safety, and pet care.



LENOVO

Extending the narrative

Lenovo brought a deliberately distributed and thoroughly ambitious approach to its CES presence this year, anchored not in one single experience, but in moments designed to command attention where it mattered most. That ambition came into sharp focus with Lenovo Tech World, a self-sustained keynote held at the Vegas Sphere that, despite early skepticism, drew thousands away from the CES floor. Lenovo used the moment to reinforce a grounded message: that the future of AI will be defined by how effectively it can be built, deployed, managed, and scaled over time. This same philosophy of scale echoed across the brand's broader CES presence, from city-scale digital billboards to contextual touchpoints that extended the narrative far beyond the convention hall.

"The biggest experience in West Hall was also paired with the longest line — and it paid off. You get what you wait for."

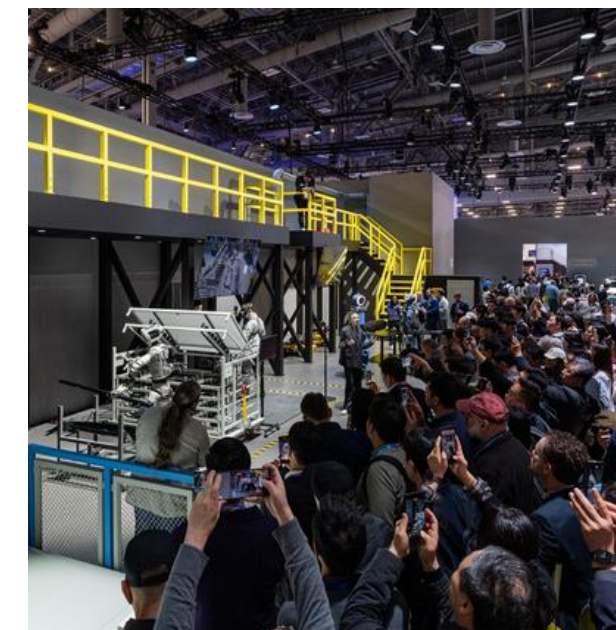
JOHN GRIFFITH
SENIOR CREATIVE DIRECTOR



HYUNDAI

Setting the pace

Hyundai established a veritable fortress at the center of West Hall, positioning itself squarely among CES's mobility leaders. (Would you believe that the exterior warehouse-like wall of corrugated steel is actually not steel at all, but fabric?) With a single point of entry and exit, the space functioned as a gated experience, carefully paced to prevent crowding and heighten anticipation. Inside, the environment told the story of Hyundai's new North American manufacturing facility, translating the scale and ambition of the factory into an immersive narrative. Green energy systems, automation, and advanced robotics took center stage, illustrating how the facility operates at peak efficiency through a living vignette that championed partnering with human progress.

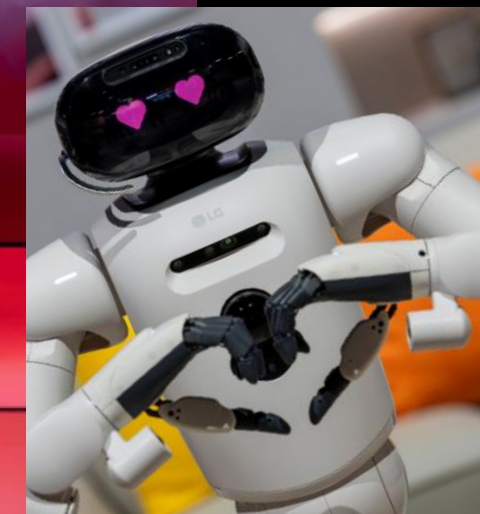






Stories You Step Into

For brands, CES represents more than just an event on the annual marketing calendar: it's an opportunity to start the year by making a statement on one of the world's most innovative stages. With stories at their core, narrative environments paint with metaphor made visual, build with emotion made tangible, and are the surest way to ensure your audience remembers your brand long after the show is over. The most compelling stories told at CES this year unfurled through the subtleties, the finer details, the time taken to pause and take it all in, and of course, the visual components that speak volumes when words simply can't suffice.





"Guests came to the BMW booth to relax outside, grab a coffee and learn more about BMW's new Neue Klasse model line as the iX3 marks a turning point for technology and innovation."

ASHLEY WEBB
DIRECTOR CLIENT EXPERIENCE



BMW

Going off the beaten path

Flashing LEDs, dancing robots, and nonstop stimulation inside the convention halls left CES attendees in need of a moment to recharge. And just outside of the show floor frenzy, BMW came to the rescue. In their longtime Central Plaza spot, the exhibit has become a recognized respite where visitors can kick back among the automaker's latest vehicles. Interactive vignettes highlighted the debut of the iX3, while lounge seating, a full-service coffee bar, and a DJ enhanced the atmosphere. Additionally, guests were delighted by an AI-powered digital experience in which their name and face appeared on a massive LED animation showcasing BMW's evolution over the years.





"The best way to tell a complex story is by making it simple: beauty and the realm of imaginative art tug at our heartstrings and almost universally invite us all to step in, look a little closer, and stay awhile."

CAROLINE LEE
SENIOR STRATEGIST

CLARIOS

Highlighting the hero

If your booth features a Lamborghini Huracán Sterrato as its protagonist, one would imagine you have something big to say. Rather than leaning into long copy on static walls, the Clarios experience wove its story with light, motion, and color, all placed strikingly against a blacked-out backdrop befitting of Tron's Grid. With the press of a button, the car was showered with a cascade of light from the hanging sculpture above it, calling to mind the sense of transformation and evolution that embodies the Clarios vision. One rare instance of Clarios's story told through words could be found on the plaque placed at the art car's forward angle, stating simply that Clarios provides the low-voltage batteries that power one in every three vehicles globally. Talk about a power play.



"The way a space is built, seen, and navigated plays a big role in how the message lands, turning the booth into something people experience, not just look at."

RACHEL SPRINGMEYER
VP, OPERATIONS



VIEWING IN TUNE

Attendees selected their genre preferences, triggering a Rube Goldberg chain reaction resulting in a personalized profile.

RIDE IN TUNE

Guests experienced cabin technology first-hand for sensing the driver's emotional state and expanding their road perception.

ENTERTAINMENT IN TUNE

The experience featured an Elden Ring-themed gaming sanctuary co-designed with Reddit users, plus daily broadcasts hosted by will.i.am.

LIVING IN TUNE

LG's home robot, CLOid anticipates needs around the home, complementing the household rhythm rather than disrupting it.

IN TUNE FOR EVERYONE

LG closed its story with sculptural trees made from recycled cardboard, each representing LG's commitment to the environment.



LG

Stories worth staying for

LG recognized that today's AI skepticism doesn't come from unfamiliarity with the technology. It comes from inability to imagine living with it. So instead of showcasing isolated innovations across product categories, LG built a single spatial story under the theme "Innovation in Tune with You," where AI disappears into harmony rather than demanding center stage. What followed was five distinct environments where physical and digital engagements merged to make abstract AI promises suddenly tangible.







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Partnership as Proof

Brands capitalized on the worldwide platform CES offers to highlight their current and upcoming collaborations. By incorporating globally recognized IP or major entertainment and cultural entities into their presence, companies were able to set themselves apart from competitors and strengthen their cultural relevance. This not only built awareness among attendees and press but also boosted excitement around their initiatives. Those drawn to these activations were exposed to what's new and upcoming, while also seeing product performance demonstrated in real-world scenarios relevant to them as consumers.

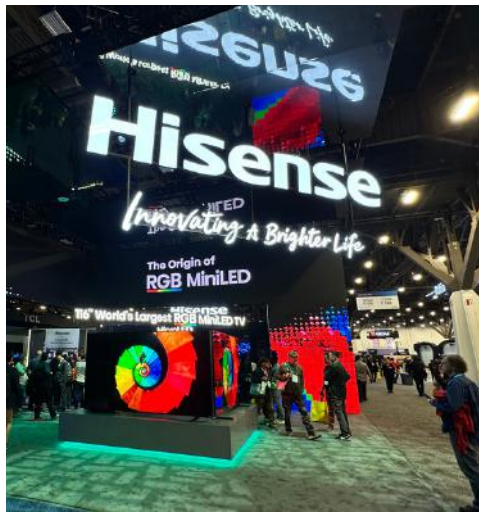
HISENSE

Strategic plays turn sports fandom into brand fandom



Hisense highlighted its long-standing FIFA partnership ahead of the upcoming World Cup by making a soccer-themed “Fan Zone” the heart of its exhibit. Following last year’s World Cup trophy reveal at CES, the brand turned up the energy by transporting attendees to the center of the action.

With interactive games like shootout duels, photo-op moments, and a merch hub stocked with match-day gear, Hisense promoted its Elite Collection for FIFA World Cup 2026 and demonstrated how its technology brings the world’s biggest sporting moments straight into the home. By spotlighting this partnership, the brand reinforced the inseparable link between sports and home entertainment.



“Hisense harnessed the interactivity and exclusivity sports fans live for, creating a high-energy, must-visit destination.”

KYLE PARNAU
SENIOR DESIGNER



"TCL's partnership-led approach demonstrated how strategic alliances can turn a booth into a fully immersive brand experience."

ADRIAN SANCHEZ
DIGITAL STRATEGIST



TCL

Integrating interactives

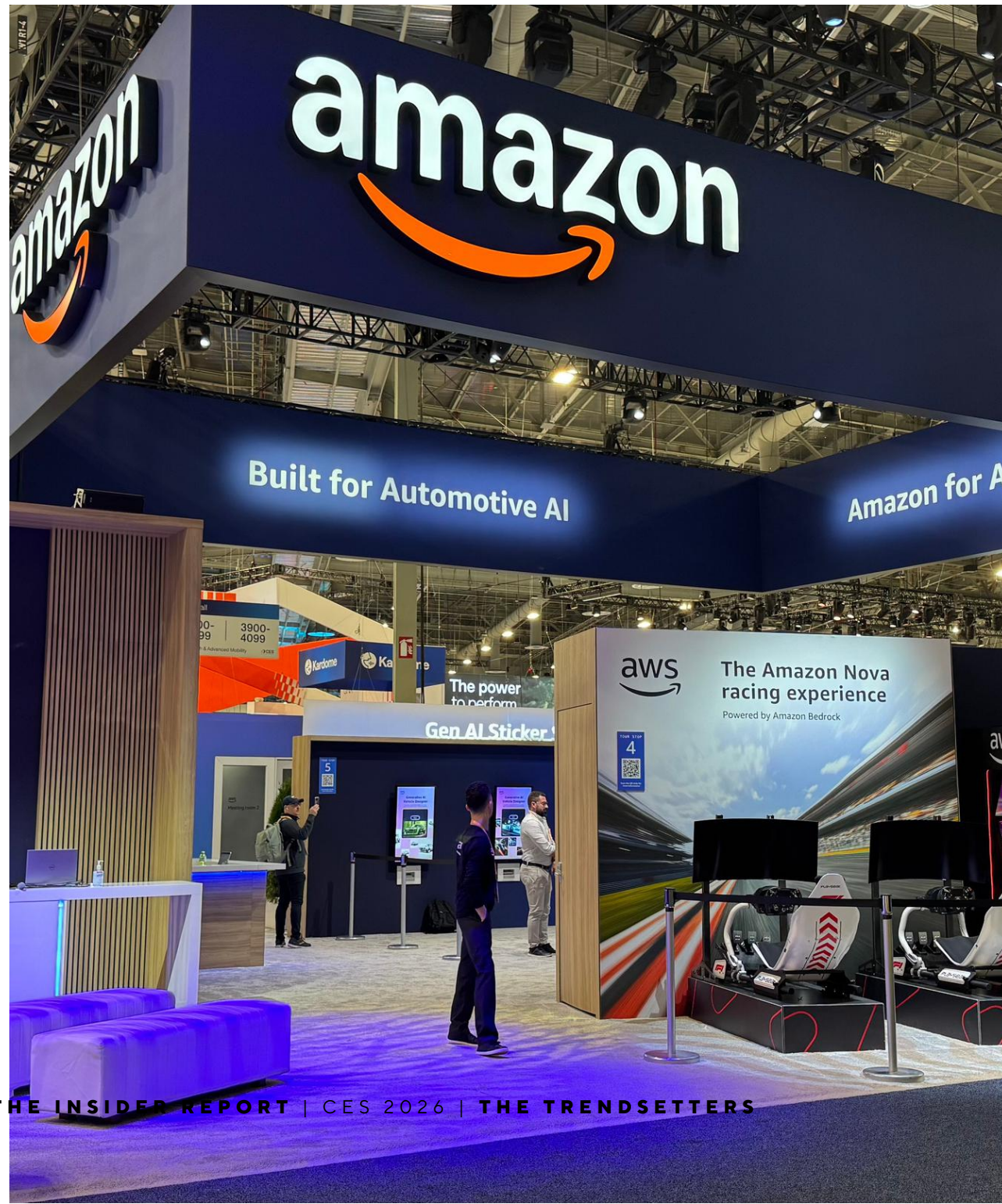
TCL also leaned into its sports collaborations using real-world content to demonstrate the power of its LED technology. The story was amplified through high-profile partnerships and brand integration with entities such as the Olympics and National Football League. These elements reinforced TCL's positioning as a technology brand that brings fans closer to the sports they love, translating elite athletic performance into an equally elite viewing experience. A hands-on football experience blended physical and digital touch points, allowing attendees to step onto a simulated field, throw real passes, and feel the thrill of game-day performance.





“Amazon came to CES to do business, intentionally designing their space to facilitate one-to-few conversations.”

SHERRI SULLIVAN
STRATEGY DIRECTOR



AMAZON

Sharing the spotlight

Amazon Automotive showed us what a partner-forward booth looks like, giving brands like Siemens, Nvidia, and F1 dedicated engagement space alongside their solutions. Their “Real-Time Race Track” activation showed what happens when two brands start talking. Attendees drew their own circuits, watched Amazon Nova generate top speeds and race strategies, then took their creations for a spin. The partnership created a memorable, personal experience where F1 delivered the adrenaline and Amazon delivered the tech, sparking a new kind of conversation.





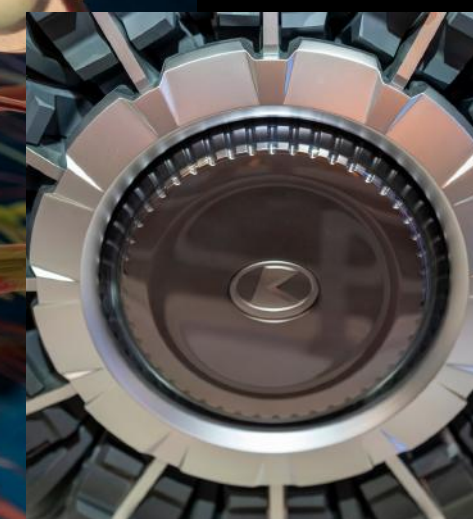




Firing on All Senses

The branded spaces remembered days after CES aren't always the loudest. They're the ones that made you pause before you understood why. A familiar scent. A shift in temperature. A sound bed that fit the environment. These brands treated sensory cues as a quiet layer beneath the main show, reinforcing the story rather than competing with it. On a crowded floor, autopilot takes over. Experiences blur together. The smartest brands let feeling arrive before meaning, leaving impressions that outlasted yet another dancing robot.

THE TRENDSETTERS



THE INSIDER REPORT | CES 2026 | THE TRENDSETTERS

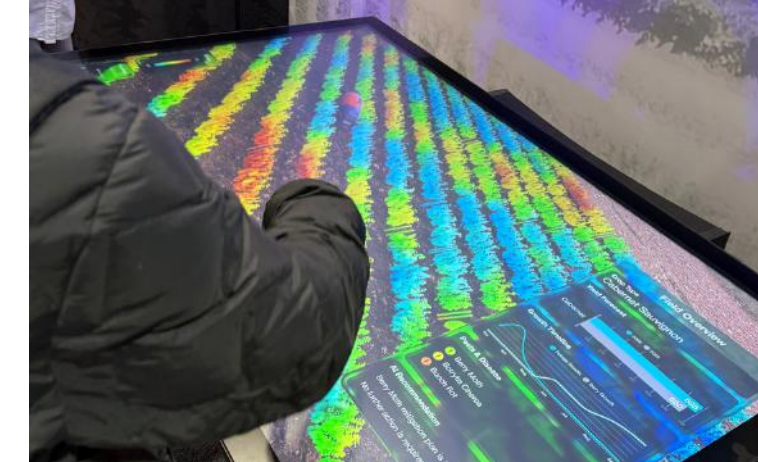


KUBOTA



Immersive elements unlock a whole new world.

Kubota opted for a smaller footprint this year, demonstrating that multisensory strategy works at any size when it surrounds visitors in atmosphere aligned with the brand. Rather than simply showing products, they invited attendees to step into their universe. Through a blend of sensory elements, the brand created an environment that instantly evoked the spirit of working the land.



SCENT

The scent of fresh-cut grass grounded the experience in working fields, triggering memory faster than any visual.

SIGHT

Vivid video footage pulled attendees off the show floor and into Napa vineyards, while neon orange lighting framed the KVPR in a brand-forward glow.

TOUCH

A digital twin touch table gave visitors tactile entry into the equipment's capabilities.

SOUND

A custom soundscape filled the ambient space, interspersed with live speaker sessions to strengthen the innovation story.



"Kubota blended sound, scent, video, and physical product to immerse attendees in the brand while also educating them on the latest innovations and technology."

ERIK ROSS
VP, GROWTH & PARTNERSHIPS





WAYMO

Sensing is believing

Autonomous driving asks people to trust technology they'll never see or touch. Waymo flipped that barrier into a booth strategy, creating an attendee journey that felt playful and genuinely informative. Bubbles and mist sprayed into the crowd to show how the vehicle detects weather and obstacles. Sound domes created pods where directional audio delivered rider testimonials, building proof through social feedback. A colorful kiosk let visitors press a button and see what pin emerged, a mystery box moment that turned giveaways into small discoveries.

"Waymo was one of the most visually striking exhibits in the West Hall, featuring a number of multi-sensory experiences that really brought its brand story to life."

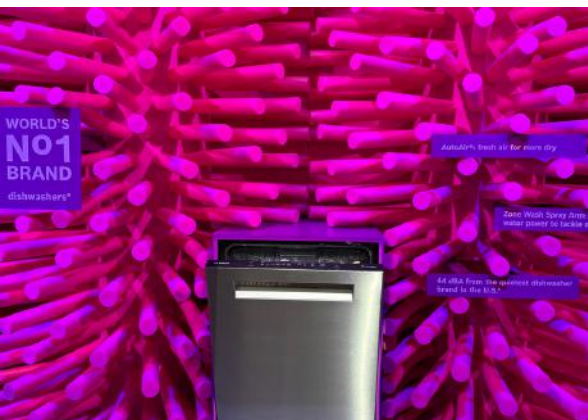
MIKHAIL ROSENBERG,
ASSOCIATE DESIGN DIRECTOR



BOSCH

Inspecting the Unexpected

Bosch used sensory cues as an invitation to explore what might have been just another industrial booth. They leaned fully into the "Like a Bosch" campaign with wrestling characters, ninjas, and vertical LED screens that commanded attention before anyone knew what they were looking at. The draw was live cooking shows featuring celebrity chefs from Top Chef running five performances daily, while a dishwasher display made of noodle-like sponges begged to be touched. Visitors stopped, reached out, and suddenly found themselves discussing AI-powered cooking solutions.







**MOST IMMACULATE
VIBES**



**MOST IMMERSIVE
STORY**



**THE BIGGEST
LITTLE EXHIBIT**



**THE BEST USE OF
CROWDSOURCING**

 CESI26

2026 Superlatives

This year's superlatives celebrate the standout brands at CES that boldly explored new frontiers, adopted fresh strategies, and stepped up to make a lasting impact.



VIA SHELLEY ZALIS (INSTAGRAM)

Most Immaculate Vibes

THE FEMALE QUOTIENT

For over a decade, the Female Quotient has been a fixture of the CES experience, expanding its presence as the Official Equality Partner of the event. What began as a women's show floor tour has evolved to include **an Equality Lounge at the ARIA and a co-sponsored, invite-only CTA Women in Tech Brunch**. Their welcoming, no-badge-required lounge space invites connection and conversation through panel sessions, a charm bar, beauty bar, and networking opportunities over coffee or cocktails. To top it all off, FQ brings its empowered energy to the exhibit halls through its annual **Women Walk the Floor Tour**, hosting over 350 guests.



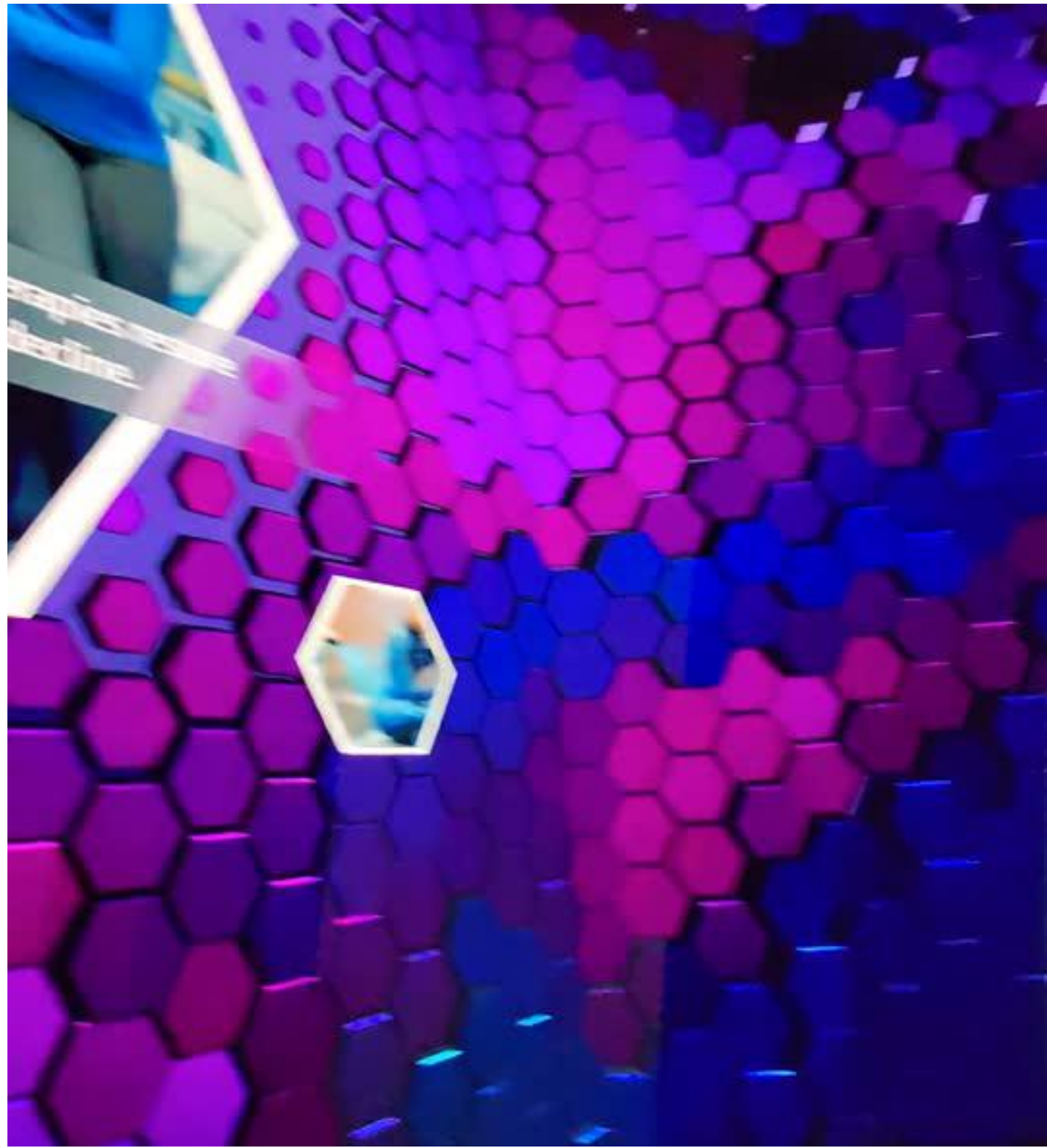
"FQ created an opportunity for women and allies to connect as equals, form real relationships and make the future feel closer."

MICAH EDMONDSON,
ACCOUNT COORDINATOR



Most Immersive Story

AARP



AARP delivered one of the most engaging immersive experiences, guiding attendees through an interactive exploration of the future of aging. Visitors began by stepping through a series of tunnels leading them into glowing rooms designed to spark curiosity and reflection. They moved from a gallery with voiceover storytelling to a space where interactive dials controlled immersive digital content, and finally to a series of data displays tied to a quiz. By the end, participants not only experienced what the nonprofit has in the works but also took away thoughtful insights about aging tech.





"The modern era of CES proves you don't need a massive activation footprint to make an impact. Social media, press, and influencers will carry news that's worth spreading."

ROXANNE MEHDIZADEH
STRATEGIST



Biggest Little Exhibit

LAVA



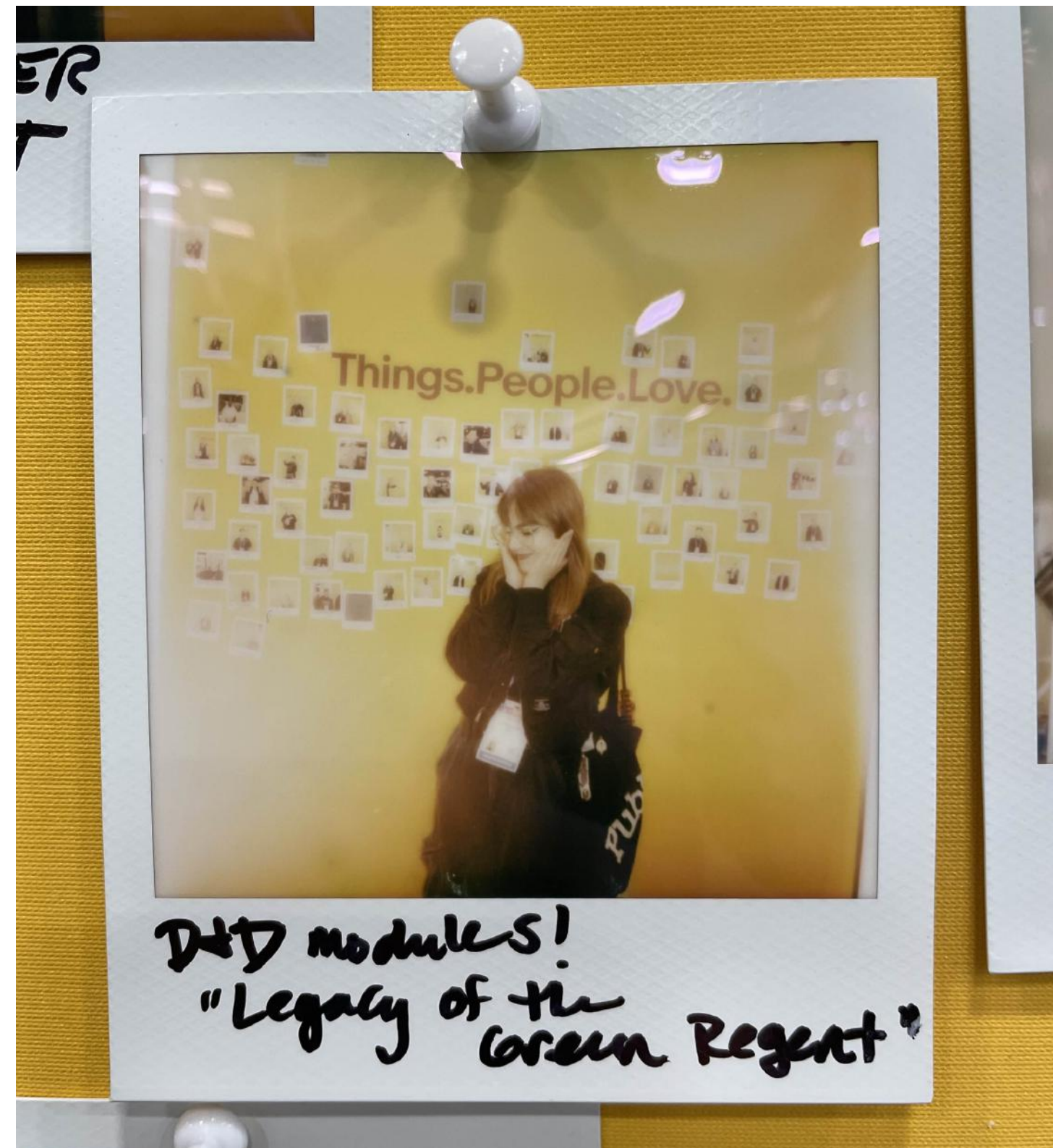
Lava brought a sugar rush to North Hall, enchanting attendees like kids in a candy store. Tucked among a sea of mid-sized booths, the brand debuted one of the show's buzziest gadgets: Lollipop Star, a candy that plays music inside your head through bone-conduction technology. With a colorful, playful exhibit and appearances from influencers and celebrities like Akon, Lava proved that even small booths can turn heads and make headlines.



Best use of crowdsourcing

EBAY

Where brand recognizability is concerned, eBay might just be royalty. Spotted easily by their signature chromatics, the eBay experience at CES this year was a small footprint anchored by a heavyweight insight: Whatever you're looking for, you can, and almost certainly have, found it on eBay. eBay's yellow 'Things People Love' wall asked attendees to reminisce about their favorite eBay purchase, snap a Polaroid in front of the wall, and pen in their answer, effectively delivering the experience's message on eBay's behalf. Answers ranged from expected to esoteric, of course, but each smiling snap reinforced the brand's credibility, humanity, and ubiquity.





Czarnowski Collective

We hope The Insider inspires
creative thinking for your brand.

**LET'S EXPLORE THE POSSIBILITIES
TOGETHER.**

Connect with a member of our team to discuss how we can help you
use these Insider strategies in your next brand experience.

DROP A LINE





THE INSIDER REPORT EDITORIAL TEAM



MARGARET SHAUL

ASSOCIATE STRATEGY DIRECTOR

A problem solver and connect-the-dots-er, Margaret helps brands craft human-centric strategies that leave a lasting impact. From pharma and agriculture to tech and tourism, her work across the experiential and advertising worlds gives her a unique vantage point to help brands connect with audiences in meaningful ways.



KIRÉ DAVIS

SENIOR STRATEGIST

Kiré creates trade show programs across tech, healthcare, and consumer brands. He solves a problem most strategists face: how to think big without losing the plot. He's honed that instinct through his background in interdisciplinary research, applied analytics, and retail strategy, creating the conditions for sharper insights, stronger creative, and competitive positioning that sets brands apart.



ROXANNE MEHDIZADEH

STRATEGIST

Roxanne is on a mission to meaningfully connect people and brands through immersive platforms. Fueled by curiosity, she draws inspiration from exploring the world around her, along with Internet scavenger hunts, to craft compelling experiences that provoke genuine action and deep connections. Roxanne was recently named one of BizBash's Fresh Faces of 2025, recognized for both her impact now and the mark she's poised to make on the future of experiential.

THE INSIDER REPORT EDITORIAL TEAM



CAROLINE LEE

SENIOR STRATEGIST

Caroline Lee is a senior strategist and writer who helps brands author incredible stories. For nearly a decade, she has worked alongside multidisciplinary creative teams to explore the intersections of design, storytelling, experience, and humanity, creating moments of consequence for world-changing brands across a wide variety of industry verticals.



BRIAN TEPLITZKY

SENIOR DIRECTOR, BRAND
ENGAGEMENT

With a creative background as distinctive as his approach to brand experience, Brian leads the development of consumer-focused experiences that align strategy, storytelling, and technology. He's known for translating emerging tech into meaningful human moments and designing attendee journeys that deepen connection and clarify brand purpose. His work centers on capturing attention and building relevance to drive lasting engagement.



LEXI CORN

VP, MARKETING

Lexi oversees brand strategy, voice, and visual identity across the Czarnowski Collective multi-studio ecosystem. A former creative director and copywriter with 20+ years of experience, she brings bold ideas, sharp instincts, and a bit of "strategic mischief" to campaigns, content, sponsorships, events, and more. She also co-founded The Broadroom, the company's internal community for women in experiential - because when she's not shaping the work, she's working to shape the industry.

THE INSIDER REPORT CONTRIBUTORS



MICHAEL DEZSO

VP, HEAD OF STRATEGY

For Michael, there is no substitute for meeting people where they live, walking a mile in their shoes and seeing things firsthand, being a part of the culture. It's what makes the possibilities in event and experiential marketing so exciting—you get to generate or be part of something people love, attend, post, purchase and return to the next year. If you do it right, you're part of the draw.



SHERI SULLIVAN

STRATEGY DIRECTOR

Sheri leads strategy across client programs, shaping how insights translate into meaningful brand and experience decisions, ensuring each activation has a strong strategic foundation. She partners closely with internal teams and clients to align business objectives, audiences, and execution. Sheri brings deep experience leading complex, multi-stakeholder brand programs across a wide range of industries.



ADRIAN SANCHEZ

DIGITAL STRATEGIST

A digital strategist with nearly two decades of experience across experiential marketing, trade shows, and integrated digital campaigns, focused on helping B2B, technology, and enterprise brands design smarter go-to-market strategies. The work centers on connecting storytelling, experiential technology, and digital systems into practical programs that cut through noise, support real engagement, and deliver measurable impact.

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JONERIC AMUNDSON

EXECUTIVE CREATIVE DIRECTOR

For close to two decades, Joneric has helped brands create memorable human experiences and bring incredible stories and ideas to life. From working in the Big Apple with some of the worlds biggest brands to small rural communities in the Philippines, his experience and expertise range from the cutting edge in innovative digital programs to one-of-a-kind live experiential solutions.



JOHN GRIFFITH

SR. CREATIVE DIRECTOR

John is an environmental designer and experiential storyteller with a unique vision in brand activation and passion for technology. From auto shows and trade shows to events and interiors, John has helped craft environments and specialized experiences for some of the most iconic, culture-defining brands.



LUKE HAMILTON

SR. DIRECTOR, CREATIVE AND DESIGN

Luke draws on more than three decades at the intersection of design, technology, and human experience. He has led immersive brand activations, next-generation retail, and mixed-reality storytelling that connect brands to audiences through emotion and innovation. Luke has guided a variety of creative and experience strategy clients, continually redefining how people engage with brands across physical and digital environments.

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MICAH EDMONDSON

ACCOUNT COORDINATOR/ PRODUCTION ASSISTANT

Micah Edmondson leverages her influencer marketing background to adapt strategies that maximize brand awareness and drive growth. She is committed to creating creative spaces that inspire connection and meaningful engagement. Passionate about crafting engaging content, she strives to build authentic communities that leave a lasting impression across diverse audiences.



MIKHAIL ROSENBERG

ASSOCIATE DESIGN DIRECTOR

Mikhail is a seasoned 3D designer who brings brands to life through immersive, dimensional spaces that tell powerful stories. His work spans clients from global enterprises to emerging startups across diverse industries. By bridging brand strategy, narrative, and spatial design, he creates engaging environments and delivers creative solutions within the complex demands of the event and experiential world.



KYLE PARNAU

SENIOR DESIGNER

With over a decade in the event industry and a foundation in architecture, Kyle merges thoughtful space planning with the bold creativity that defines experiential marketing. He specializes in designing immersive environments that balance form, function, and storytelling to create unforgettable moments.





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