

Future PLC Announces 5 Strategic Sponsors for the “Future Tech Awards” Taking Place During Innovation Week at CES 2021

NEW YORK, NEW YORK, UNITED STATES, January 6, 2021 /EINPresswire.com/ -- Future PLC (LSE:FUTR) today announced the support of five strategic sponsors for its annual “Future Tech Awards,” taking place as part of the company’s [all-virtual “Innovation Week,” during CES 2021](#). Including HP Inc., Roborock, Thermaltake, Tello and Wondershare — this year’s roster collectively reflects a fast-paced year of innovation in 2020, despite widespread challenge and a unified commitment to the industry’s future.



“Despite what we might have expected, we are delighted to note that technology is expanding and advancing at a faster rate than ever before. 2020 saw the launch of dozens of incredible new computers, phones, speakers, games, and home automations,” said Keith Walker, Managing

Director, Specialist Consumer Tech for Future. “In an all-digital format, this year’s Future Tech Awards will commemorate these advances and effectively set the stage for an even bolder 2021.”

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*Keith Walker, Managing
Director, Specialist Consumer
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Annually at CES, the Future Tech Awards recognize the best people, products, and services from across the U.S. technology sector. Voting [concluded in December](#) and Future, along with its sponsors, looks forward to the formal recognition of individuals and companies across a number of categories. This year, the Future Tech Awards will be an all-digital feature that runs across all participating content properties. Each day, different winners will be announced through articles and digital display media.

There are three categories that make up the Future Tech Awards:

- Future Choice - The best products, as voted for by Future Tech's editorial committee
- Reader's Choice - The best products as voted for by Future Tech's readers
- Future 50 - The top 50 tech people, across 5 key tech industry categories

The digital ceremony takes place within the re-imagined "Innovation Week," a cross-property, entirely virtual CES-focused news hub and experience tailored to the world's expanding digital-first reality. "Innovation Week" serves as a comprehensive destination for all CES news, including multimedia content, exclusive technology partner programming, demos, news and video interviews. The entire online experience will take place January 11-14, 2021, during the period that the community typically flocks to Las Vegas for CES -- of which Future is an official 2021 Media Partner.

Future PLC, a trusted show daily partner to CES and prevalent industry trade shows including InfoComm, NAB, CEDIA, and more, continues to drive successful activations as industries shift in response to the coronavirus pandemic.

About Future PLC

Future is a global platform business for specialist media with diversified revenue streams. Its content reaches 1 in 3 adults in both the UK and the US.

The Media division is high-growth with three complementary revenue streams: eCommerce, events and digital advertising including advertising within newsletters. It operates in a number of sectors including technology, games, music, home interest, and B2B and its brands include Truly, TechRadar, PC Gamer, Tom's Guide, Android Central, Homebuilding & Renovating Show, GamesRadar+, The Photography Show, Top Ten Reviews, Live Science, Guitar World, MusicRadar, Space.com and Tom's Hardware.

The Magazine division focuses on publishing specialist content, with a combined global circulation of over 3 million delivered through more than 220 publications. The portfolio spans technology, games, TV and entertainment, women's lifestyle, real life, music, creative and photography, sports, home interest and B2B. Its titles include Country Life, Wallpaper*, Classic Rock, Guitar Player, FourFourTwo, Homebuilding & Renovating, Digital Camera, Guitarist, How It Works, woman&home, Total Film, What Hi-Fi? and Music Week.

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