

PEPCOM MEDIA EVENTS: FACE-TO-FACE IMPACT.



What is Digital Experience!® West?

Digital Experience! West is the annual San Francisco edition of Pepcom's popular media event series, held every May. Like Pepcom's other showcases, it is a demo event, giving the Bay Area media a hands-on look at your products.

When and where is it?

Digital Experience! will be held from 5:30 to 8:30 pm on Thursday, May 10, 2018, at the Metreon City View space in downtown San Francisco, very near the convention center.

Why should I be there?

Because Digital Experience! is simply the most cost-effective and time-efficient way to meet some of the tech world's most influential reporters, editors, writers and analysts — face to face.

What kinds of companies participate in this event?

We host a wide variety of companies at Pepcom events. Participants in recent showcases include 3M, ADT, Amazon, Acer, American Standard, Baidu, Belkin, Black & Decker, Brinks, Canon, Carrier, Citrix, Cisco, Corning, Dell, Delta, Dewalt, Disney, Energizer, Epson, Fisher-Price, Ford, Garmin, GE, Gogo, Google, HP, HTC, Huawei, Hunter, Hyundai, iHealth, Intel, Intuit, Kenmore, Kingston, Kohler, Lego, Lenovo, LG, Logitech, MetroPCS, Microsoft, Netflix, Nike, Nikon, Nokia, Plantronics, Philips, Qualcomm, Ring, Samsung, SiriusXM, Speck, Sprint, Symantec, T-Mobile, TomTom, Toshiba, Uber, Verizon, Visa, Western Digital, Whirlpool, Xfinity, Yale Locks and many more.

What are the different exhibiting levels at Digital Experience?

We have four exhibiting levels at Digital Experience! West: Basic, Standard, Premier and our new Mobile level. Basic exhibitors may bring up to two company or PR agency representatives, and they receive a four-foot demo station with linen, signage, and power. Standard exhibitors have a six-foot station and may bring up to four people. Premier exhibitors have a 10-foot station and may bring up to six people. A mobile exhibitor is one person who demos an app or service on a smartphone or tablet, with no demo station.

How does the event work?

A complete upscale "walking" dinner buffet, including open bars, is provided for the press and analysts, who arrive and visit the exhibitors at their convenience. Exhibitors arrive about two hours prior to the event to set up and grab a bite to eat.

Who handles the publicity and media invitations?

Pepcom handles all the promotion, invitations, and RSVPs for the event — drawing from a media database that we've developed over 20 years of press outreach. We also assemble an event press kit online, which is made available both to media that attend the event as well as to those who were unable to attend.

What types of media attend this event?

Hundreds of journalists and analysts attend Pepcom events, which are now in their 20th year. A few of the bigger media outlets that attended recent events include ABC, AP, BBC, CNBC, CNET, Consumer Reports, Engadget, Forbes, Fox, Gizmodo, HuffPost, Mashable, NBC, N.Y. Times, PC Mag, PC World, Popular Science, Re/Code, Rolling Stone, Slate, TechCrunch, The Verge, Time, Tom's Guide, USA Today, Wall Street Journal and Wired. After the event, each exhibitor receives a list of attendees and their contact information.

What does it cost to exhibit?

The cost is \$2,500 for Mobile exhibitors, \$5,500 for Basic exhibitors, \$8,500 for Standard exhibitors, or \$11,000 for Premier exhibitors. Mobile exhibitors are limited to a single roaming presenter, with an app or service on a handheld product only.

How do I sign up to participate?

Becoming a Digital Experience! exhibitor is easy. Simply contact Jennifer Jones at 561.278.5094 (jennifer@pepcom.com) or Jon Pepper at 212.355.6326 (jon@pepcom.com) for an exhibitor agreement, then email back the signed agreement to us. And you're in! Once you're official, our events staff will contact you regarding all of the logistical details.