

PEPCOM MEDIA EVENTS: *HOW TO MAKE A SPLASH...*

What Is Holiday Spectacular! East?

Holiday Spectacular!® East is the annual Pepcom media event held in September in New York City. This holiday preview showcase is one of our most popular events with exhibitors and the media alike, giving the press a peek at the innovations that will define the holiday gift-giving season.

When And Where Is It?

Holiday Spectacular! will be held from 6:00 to 9:00 pm on Thursday, Sept. 28, 2017, at the Metropolitan Pavilion in lower Manhattan, a very convenient location for the media.

Why Should I Be There?

Because it's the most cost-effective and most time-efficient way to meet hundreds of press from around the globe — face to face. Holiday Spectacular! puts you in front of some of the country's most influential media, where they can see and try your new products...and form a working relationship with you!

What Kinds Of Companies Participate In This Event?

We host a wide variety of companies at Pepcom events. Participants in recent showcases include 3M, ARM, Amazon, American Express, Acer, Belkin, Black & Decker, Canon, Carrier, Chevrolet, Citrix, Cisco, Corning, Dell, Dewalt, Disney, Energizer, Epson, Fisher-Price, Ford, Garmin, GE, Gogo, Google, HP, HTC, Huawei, Hyundai, iHealth, Intel, Intuit, Kingston, Lego, Lenovo, LG, Logitech, MetroPCS, Microsoft, Nokia, Otterbox, Netflix, Nike, Nikon, Plantronics, Philips, Qualcomm, Ring, Samsung, SiriusXM, Speck, Sprint, Symantec, T-Mobile, TomTom, Uber, Visa, WD, Webroot, Whirlpool and many more.

Are There Different Exhibiting Levels At Holiday Spectacular! East?

Yes, we have two exhibiting levels at Holiday Spectacular! East: Standard and Premier. Standard exhibitors may bring up to four company or agency representatives, and they receive a six-foot demo station with linen, signage, and power. Premier exhibitors have a 10-foot station and may bring up to six representatives. Internet access and displays are also available at discounted rates.

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?

Pepcom handles all the promotion, invitations, and RSVPs for the event. We draw from our own media databases, as well as press services and tradeshow lists. We also assemble an event press kit on USB, which is given to each journalist and analyst who attends.

What Types Of Media Attend This Event?

Hundreds of journalists and analysts typically attend Pepcom events, which have been produced for nearly 20 years now. A few of the media outlets that attended recent events include ABC, AP, CNBC, CNET, Consumer Reports, Engadget, Forbes, Fox, Gizmodo, Huffington Post, Mashable, NBC, New York Times, PC Mag, PC World, Popular Science, Re/Code, Rolling Stone, Slate, TechCrunch, The Verge, Time, Tom's Guide, U.S. News, USA Today, Wall Street Journal and Wired. After the event, each participating company receives a list of attendees and their contact information.

Can I Request A Special Location At The Event?

Yes! We can usually honor requests to be placed in certain areas of the venue, or to be located near (or far from) other participants.

What Does It Cost?

The cost is \$8,500 (US) for Standard exhibitors or \$11,000 (US) for Premier exhibitors.

How Do I Sign Up To Participate?

Becoming an exhibitor at Pepcom's Holiday Spectacular! is easy. Simply contact Jon Pepper at 212.355.6326 (jon@pepcom.com) or Jennifer Jones at 561.278.5094 (jennifer@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.

