

PEPCOM MEDIA EVENTS: FACE-TO-FACE IMPACT.



What is Digital Experience!®?

Digital Experience! is Pepcom's largest media event, held every January on the evening before the CES® trade show opens. Like Pepcom's other showcases, it is a demo event, giving more than 1,000 media a look at your products.

When and where is it?

Digital Experience! will be held from 7:00 to 10:30 pm on Monday, Jan. 7, 2019, at the Mirage hotel on the Las Vegas Strip, a very convenient location for most attending media.

Why should I be there?

Because Digital Experience! is the most cost-effective and time-efficient way to meet with hundreds of the country's most influential reporters, editors, writers, and analysts — face to face. Nearly 1,400 media attended this event in 2018 (the same in 2017!).

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, Netgear, 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 offer two exhibiting levels at Digital Experience!: Standard and Premier. Standard exhibitors may bring up to four (total) company or PR 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 people.

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 we've developed over many years of press outreach. We also assemble an event press kit online, which is made available to all media, attending or not.

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 \$9,000 for Standard exhibitors or \$12,000 for Premier exhibitors. Internet access and A/V rentals are optional.

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.

Digital Experience!® is an independent event and a registered trademark of Pepcom Inc. CES® is a registered trademark of the Consumer Technology Association.