

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

What Is Digital Experience?

Digital Experience!® is the annual Pepcom media extravaganza held in January on the eve of the Consumer Electronics Show® in Las Vegas. This is our single most popular showcase – with exhibitors and press alike – and the largest media event at the show. Digital Experience! is an independent event and not affiliated with the show or the Consumer Technology Association.

When And Where Is It?

Digital Experience! will be held from 7:00 to 10:00 pm on Monday, Jan. 8, 2018, at The Mirage hotel on the central strip in Las Vegas, 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. Digital Experience! puts you in front of some of the world'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 Digital Experience?

Yes, we have two exhibiting levels at Digital Experience!: 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 – more than 1,000 at Digital Experience! – 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 \$9,000 (US) for Standard exhibitors or \$12,000 (US) for Premier exhibitors.

How Do I Sign Up To Participate?

Becoming an exhibitor at Pepcom's Digital Experience! 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.

