

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

## What Is MobileFocus America?

MobileFocus® America is the Pepcom media event held during the Mobile World Congress Americas® tradeshow. This event showcases the latest innovations in smartphones, apps, tablets, laptops, smart home, Internet of Things, GPS, Bluetooth, wireless services, and all things portable.

## When And Where Is It?

MobileFocus America will be held from 6:00 to 9:00 pm on Monday, Sept. 11, 2017, the evening before Mobile World Congress Americas opens, at Metreon in San Francisco.

## 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. MobileFocus America 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 MobileFocus?

Yes, we have three exhibiting levels at MobileFocus America: Basic, Standard and Premier. Basic exhibitors may bring two company or agency representatives, and they receive a four-foot demo station with linen, signage, and power. Standard exhibitors receive a six-foot station with the same amenities, and can bring up to four representatives. Premier exhibitors have a 10-foot station and may bring up to six representatives. Internet access and computer or TV displays are also available at a discounted rate.

## 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 \$5,500 (US) for Basic exhibitors, \$8,500 (US) for Standard exhibitors, or \$11,000 (US) for Premier exhibitors.

## How Do I Sign Up To Participate?

Becoming an exhibitor at MobileFocus America is very easy. Simply contact Jon Pepper at 212.355.6326 ([jon@pepcom.com](mailto:jon@pepcom.com)) or Jennifer Jones at 561.278.5094 ([jennifer@pepcom.com](mailto: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.

