

## **What Is DigitalFocus?**

DigitalFocus is Pepcom's newest media event, held the first evening of the IFA tradeshow in Berlin, Germany. DigitalFocus showcases innovations in TVs, computers, tablets, smartphones, apps, videogames, toys, gadgets, and a variety of consumer electronics.

## **When And Where Is It?**

DigitalFocus will be held from 7:00 to 10:00 pm on Friday, Aug. 31st. The event takes place at the Grand Hyatt in downtown Berlin. This time and location make it easy for the tradeshow and local press to attend.

## **Are You Affiliated With Any Tradeshow?**

DigitalFocus is an independent media event that is produced by, and a registered trademark of, Pepcom Inc. We employ our own media databases, as well as the leading press service, to make sure that the world's most influential press are invited.

## **Are There Speaking Or Presenting Opportunities?**

No, DigitalFocus is strictly a demo event. Many journalists and analysts dislike sitting through speeches or presentations, but happily entertain brief product demos. Pepcom events offer just that opportunity, which entices more and better media to attend.

## **What Kinds Of Companies Participate In This Event?**

DigitalFocus hosts a wide variety of companies. Participants in recent events include 3M, AMD, American Express, Asus, Barnes & Noble, Casio, Chevrolet, Cisco, Dell, DeLorme, Disney, EA, eBay, Energizer, FileMaker, Ford, Garmin, Gogo, Google, HP, HTC, Huawei, Intel, Intuit, Kingston, Kodak, Lenovo, LG, Magellan, MetroPCS, Microsoft, Mitsubishi, Motorola, MobiTV, Netflix, Nike, Nokia, Panasonic, Philips, RIM, Samsung, SiriusXM, Sony, Sprint, T-Mobile, TeleNav, Toshiba, Visa, Yahoo! and many more.

## **Are There Different Exhibiting Levels At DigitalFocus?**

Yes, we have three exhibiting levels at DigitalFocus: 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?**

More than 300 journalists and analysts attend most Pepcom events. Our most recent international event in Barcelona drew 325 journalists from 29 countries. A few of the U.S. media outlets that attended recent Pepcom events include ABC, AP, BusinessWeek, CNN, Consumer Reports, Engadget, Fortune, L.A. Times, Maxim, NBC, New York Times, Newsweek, PC Mag, PC World, Popular Photography, Popular Science, Rolling Stone, Time, USA Today, and the Wall Street Journal. After the event, each participating company receives a list of attendees and their contact information.

## **Can I Request A Special Location At The Event?**

We do our best to honor requests to be placed in general areas of the venue, or to be located near (or far from) other participants.

## **How Long Will Spots Be Available At This Event?**

Like most Pepcom events, we expect DigitalFocus to sell out early, so we encourage you to book your spot early!

## **What Does It Cost?**

The cost is \$5,000 for Basic exhibitors, \$8,000 for Standard exhibitors, or \$10,000 for Premier exhibitors.

## **How Do I Sign Up To Participate?**

Becoming an exhibitor at DigitalFocus is easy. Simply contact Jen Ferency at (US) 561.278.5094 ([jen@pepcom.com](mailto:jen@pepcom.com)) or Jon Pepper at (US) 212.355.6326 ([jon@pepcom.com](mailto:jon@pepcom.com)) for an exhibitor agreement form, then fax the signed agreement to (US) 561.278.5603. Once you're signed up for DigitalFocus, our event staff will contact you regarding all of the logistical details.