

digital![®]
experience

**The media event at CES.[®]
Powered by Pepcom.**



January 5, 2011



digital! experience

WHAT IS DIGITAL EXPERIENCE?

Digital Experience! is the country's largest and best-attended consumer electronics media event. Held each January on the evening before the International Consumer Electronics Show opens, Digital Experience! showcases the latest innovations in consumer electronics and computers — including HDTV, videogames, DVD, digital audio, MP3 players, satellite radio, digital cameras, cellphones, PDAs, laptops, and much more. Each year, hundreds of press and analysts make Digital Experience! the biggest and most important media event during CES. Produced by Pepcom, the leader in technology showcases, Digital Experience! draws the world's leading companies too. But spots are limited (and sold out early last year), so reserve your place now!



WHEN AND WHERE IS IT?

Digital Experience! will be held on Wednesday, Jan. 5th, from 7:00 to 10:00 pm. The event takes place at Caesars Palace hotel in the heart of the Las Vegas strip. This time and location make it easy for the maximum number of press to attend.



ARE YOU AFFILIATED WITH THE TRADESHOW?

No, we're not. Digital Experience! is an independent media event that is produced by and a registered trademark of Pepcom Inc. The International Consumer Electronics Show is a mark of the Consumer Electronics Association.

ARE THERE SPEAKING OR PRESENTING OPPORTUNITIES?

No, Digital Experience! is strictly a demo event. Many journalists and analysts dislike sitting through speeches or presentations, but will 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?

Digital Experience! will once again be host to a wide range of consumer electronics and computer companies. Participants in recent events include AMD, Adobe, Brother, Canon, Casio, Dell, eBay, Energizer, Epson, Fujifilm, Garmin, Google, HP, Intel, IBM, Imation, Kingston, Kodak, Konica Minolta, Lexmark, LG, Magellan, Maxell, Microsoft, Microtek, Mitsubishi, Motorola, Netflix, Nextel, Nikon, Nokia, Olympus, Palm, Panasonic, Pinnacle, Pioneer, Planar, Qualcomm, Ricoh, RIM, Samsung, Sanyo, Sirius, Sony Electronics, Sony Ericsson, Sprint, T-Mobile, Toshiba, ViewSonic, Xerox, XM Radio, and many more.

ARE THERE DIFFERENT EXHIBITOR LEVELS?

Yes, there are. We have two exhibitor levels at this event: Standard and Premier. Our Standard exhibitors receive a 6-foot demo station, which comes with linen, signage, power, and (if ordered) high-speed Internet access and flat-screen television or computer displays. Standard exhibitors can bring a maximum of four company and/or agency representatives to the event. Our Premier exhibitors receive a 10-foot semicircular station, along with the same amenities as our Standard exhibitors. In addition, our Premier exhibitors may bring a total of six company and/or agency representatives to the event.



HOW DOES THE EVENT WORK?

A complete upscale “walking” dinner buffet, including premium open bars, is provided for the press and analysts who attend. The press and analysts arrive and interact with the exhibitors at their convenience, working their way around the room. Exhibitors arrive two to three hours prior to the event to set up and grab a bite to eat.

WHO HANDLES THE PUBLICITY?

Pepcom and its experienced media relations staff handle all the promotion, invitations, emails, and RSVPs for the event. We invite a broad range of press and analysts, drawing from our own media databases, press services, and, when applicable, the tradeshow’s pre-registered press list. We also assemble an event press kit on CD, which is given to each journalist and analyst that attends.

WHAT TYPES OF MEDIA ATTEND THIS EVENT?

More than 900 media and analysts attended the last January’s Digital Experience! event at CES. And we’re strict: We personally contact and screen every journalist and analyst that we invite. A few of the media outlets that attended recent events include ABC, Associated Press, BusinessWeek, Cargo, CNN, Consumer Reports, Forbes, Fortune, L.A. Times, Maxim, NBC, New York Times, Newsweek, PC Mag, PC World, Popular Photography, Popular Science, Rolling Stone, Shutterbug, Time, U.S. News, USA Today, and the Wall Street Journal. After the event, every exhibitor receives a list of all attendees with their contact information.

CAN I REQUEST A SPECIAL LOCATION AT THE EVENT?

We arrange table locations at our events to ensure an appealing mix of products and companies, as well as to separate direct competitors. But we also do our best to honor requests to be placed in general areas of the venue, or to be located near (or far from) other event participants.

HOW LONG WILL SPOTS BE AVAILABLE AT THIS EVENT?

Digital Experience! at CES has sold out each of the last 10 years, with last year’s event filled before December. So we encourage you to book your spot early!

HOW DO I SIGN UP TO PARTICIPATE?

Becoming an exhibitor at Digital Experience! is easy. Call or email us for an exhibitor agreement form. Then, to reserve a spot, you simply choose an exhibitor level, sign the form, and fax the agreement to 561.278.5603. Once you’re signed up for Digital Experience!, our events staff will contact you regarding all of the logistical details.

WHAT DOES IT COST?

The cost for Standard or Premier exhibitors is a single reasonable fee – far less than a press tour. Just sign up and let us bring the press to you! For more information, please contact Jon Pepper at 212.355.6326 (jon@pepcom.com) or Jen Ferency at 561.278.5094 (jen@pepcom.com).



PEP COM[®]



Holiday Spectacular![®]
Sept. 15, 2010 in New York

MobileFocus[®]
Oct. 6, 2010 in San Francisco (CTIA Fall)

Wine, Dine & Demo![®]
Nov. 18, 2010 in New York

Digital Experience![®] (CES)
Jan. 5, 2011 in Las Vegas

MobileFocus Global[®]
Feb. 14, 2011 in Barcelona, Spain (MWC)

MobileFocus[®]
Mar. 22, 2011 in Orlando (CTIA Spring)

EcoFocus[®]
Apr. 20, 2011 in New York (Green Tech)

Digital Experience![®]
June 22, 2011 in New York

For more information

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