

digital! experience

JUNE 24, 2009
NEW YORK CITY





WHAT IS DIGITAL EXPERIENCE?

Digital Experience! is New York's largest and best-attended media event dedicated to showcasing the latest innovations in computers and consumer electronics — including HDTV, videogames, satellite radio, DVD, digital audio, MP3 players, digital cameras, cellphones, PDAs, laptops, and much more. Each year, hundreds of press and analysts make Digital Experience! the must-see kickoff event to their summer. Produced by Pepcom, the proven leader in technology showcases, Digital Experience! draws the world's biggest companies and most influential media. You can be there too! But spots at this event are limited (and sold out early last year), so reserve your place now to join us for Digital Experience in New York City!

WHEN AND WHERE IS IT?

Digital Experience! will be held on Wednesday, June 24th, from 6:00 to 9:00 pm. The event takes place at the Metropolitan Pavilion in the Chelsea district of Manhattan. This time and location make it easy for the maximum number of press to attend.

ARE YOU AFFILIATED WITH ANY TRADESHOW?

No, we're not. Digital Experience! is an independent media event that is produced by and a registered trademark of Pepcom Inc. Though some of our events are timed to take advantage of tradeshow schedules, Pepcom showcases are independent events.

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, Gateway, 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 LEVELS OF SPONSORSHIP?

Yes, there are. We now have three sponsorship levels at our events: Basic, Standard and Premier. Basic sponsors receive a four-foot demo station, which comes with linen, color logo signage, electrical power, and, if ordered, high-speed Internet access and flat-screen TV or PC displays. Basic sponsors may bring a total of two company and/or PR agency reps to the event. Standard sponsors receive a six-foot demo station, with the same amenities, and may bring up to four people. Premier sponsors receive a 10-foot semicircular station, with the same amenities, and may bring a total of six persons. Demo stations of all three levels are placed throughout the venue.

HOW DOES THE EVENT WORK?

A complete upscale “walking” dinner buffet, including premium open bars, is provided for the press and analysts who attend. Press and analysts arrive and visit the sponsors at their convenience, working their way around the room. Sponsors arrive about two 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 300 media and analysts attended the most recent Digital Experience! event in New York City. 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, FHM, Fortune, L.A. Times, Maxim, NBC, New York Times, Newsweek, PC Mag, PC World, Popular Photography, Popular Science, Rolling Stone, Shutterbug, Stuff, Time, U.S. News, USA Today, and the Wall Street Journal. After the event, every sponsor 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! in New York has sold out each of the last six years, with last year’s event filled before mid-June. 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 to receive a sponsorship agreement form. The, to reserve a spot, simply choose a sponsorship level, sign the form, and fax the agreement to us at 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 Basic, Standard or Premier sponsorship is a single flat fee. Sign up and let us bring the press to you! For more information on how you can join us, please contact Jon Pepper at 212.355.6326 (jon@pepcom.com) or Jen Ferency at 561.278.5094 (jen@pepcom.com).

**PEP COM[®]**





PEPCOM[®]
UPCOMING EVENTS

EcoFocus[®]

Apr. 29, 2009 in New York

Digital Experience![®]

June 24, 2009 in New York

Holiday Spectacular![®]

Sept. 17, 2009 in New York

MobileFocus[®]

Oct. 7, 2009 in San Diego (at CTIA Fall)

Wine, Dine & Demo![®]

Nov. 19, 2009 in New York

Digital Experience![®]

Jan. 6, 2010 in Las Vegas (at CES)

MobileFocus[®] Global

Feb. 15, 2010 in Barcelona (at MWC)

For more information

Jen Ferency (561-278-5094) or Jon Pepper (212-355-6326)

jen@pepcom.com or jon@pepcom.com