

# digital! experience

JUNE 23, 2010  
NEW YORK CITY



PEPCOM<sup>®</sup>



# digital! experience

## **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 23rd, 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, Barnes & Noble, Canon, Casio, Corel, Dell, eBay, Electronic Arts, Energizer, Epson, Fujifilm, Garmin, Google, HP, Intel, IBM, Imation, Kingston, Kodak, Konica Minolta, Lexmark, LG, Logitech, Magellan, Maxell, Microsoft, Mitsubishi, Moen, Motorola, Netflix, Nextel, Nikon, Nokia, Olympus, Palm, Panasonic, Pinnacle, Pioneer, Planar, Qualcomm, Ricoh, RIM, Samsung, Sanyo, Sirius, Sony Electronics, Sony Ericsson, Sprint, Starz, T-Mobile, TI, Toshiba, ViewSonic, Xerox, XM Radio, Yahoo! and many more.

## **ARE THERE DIFFERENT EXHIBITING LEVELS?**

Yes, there are. We now have three exhibitor levels at our events: Basic, Standard and Premier. Basic exhibitors 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 exhibitors may bring a total of two company and/or PR agency reps to the event. Standard exhibitors receive a six-foot demo station, with the same amenities, and may bring up to four people. Premier exhibitors 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 the event. Press and analysts arrive and visit the exhibitors at their convenience, working their way around the room. Exhibitors 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 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! 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 an exhibitor agreement form. To reserve a spot, simply choose an exhibitor 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 exhibitors is a single, reasonable fee. Call or email us for all of the details. Then simply sign up and let us bring the press to you! For more information on how you can join us, please contact either Jon Pepper at 212.355.6326 ([jon@pepcom.com](mailto:jon@pepcom.com)) or Jen Ferency at 561.278.5094 ([jen@pepcom.com](mailto:jen@pepcom.com)).



PEP COM<sup>®</sup>



**PEPCOM**<sup>®</sup>  
UPCOMING EVENTS

**MobileFocus**<sup>®</sup>

Mar. 23, 2010 in Las Vegas (CTIA Spring)

**EcoFocus**<sup>®</sup>

Apr. 22, 2010 in New York (Green Technology)

**eFocus**<sup>®</sup>

June 14, 2010 in Los Angeles (E3 Expo)

**Digital Experience!**<sup>®</sup>

June 23, 2010 in New York

**Holiday Spectacular!**<sup>®</sup>

Sept. 15, 2010 in New York (Holiday Preview)

**MobileFocus**<sup>®</sup>

Oct. 6, 2010 in San Francisco (CTIA Fall)

**Wine, Dine & Demo!**<sup>®</sup>

Nov. 18, 2010 in New York

**Digital Experience!**<sup>®</sup> (CES)

Jan. 5, 2011 in Las Vegas

*For more information*

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

[jen@pepcom.com](mailto:jen@pepcom.com) or [jon@pepcom.com](mailto:jon@pepcom.com)