

**CAPTURE ▶**

**the media that**

**CAPTURE ▶**

**the parents who**

**CAPTURE ▶**

**his photograph**

***digital*focus<sup>®</sup>**

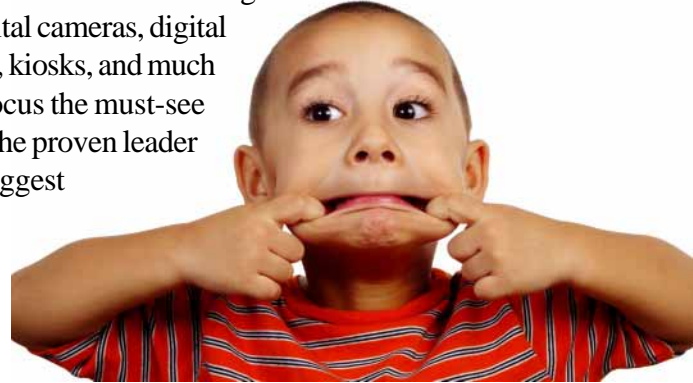
**MARCH 2, 2009**

**LAS VEGAS**



### WHAT IS DIGITALFOCUS?

DigitalFocus is the country's largest and best-attended media event dedicated to showcasing the very latest innovations in digital imaging, including the latest in digital cameras, digital video, printing, scanning, photo sharing, memory cards, online services, kiosks, and much more. Each year, the industry's top press and analysts make DigitalFocus the must-see kickoff event to the tradeshow experience. Produced by Pepcom Inc., the proven leader in technology showcases, DigitalFocus always features the world's biggest digital imaging and consumer electronics companies, as well as the most influential media. And you can be there too! But exhibiting spots at this event are very limited, and the event sells out every year, so reserve your place now and be sure to join us for DigitalFocus 2009.



### WHEN AND WHERE IS IT?

DigitalFocus will be held on Monday, March 2nd, the evening before the PMA tradeshow opens in Las Vegas. The event takes place from 7:00 to 10:00 p.m. at a major hotel on the Strip. This time and location make it convenient for the maximum number of press and analysts to attend.

### ARE YOU AFFILIATED WITH THE TRADESHOW?

No, we're not. DigitalFocus is an independent media event that's produced by and a registered trademark of Pepcom Inc. The PMA tradeshow is produced by and a registered trademark of the Photo Marketing Association International.

### DO WE HAVE TO BE AN EXHIBITOR AT THE TRADESHOW TO PARTICIPATE?

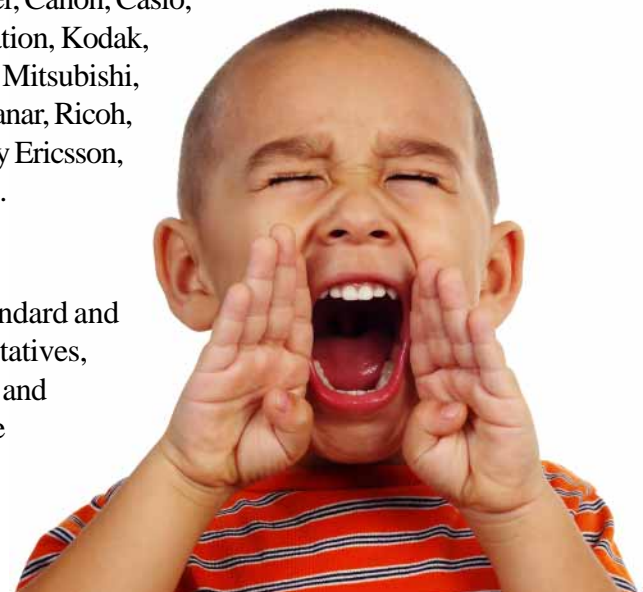
No, you don't. DigitalFocus provides an open and equal opportunity to reach the top journalists and analysts covering digital imaging, whether your company is on the show floor or not.

### WHAT KINDS OF COMPANIES PARTICIPATE IN THIS EVENT?

DigitalFocus will once again host a wide range of photo, consumer electronics and computer companies. Participants in recent events include 3M, Adobe, ArcSoft, Brother, Canon, Casio, Corel, Dell, eBay, Energizer, Epson, Fujifilm, Gateway, HP, Intel, IBM, Imation, Kodak, Konica Minolta, Lexar Media, Lexmark, LG, Maxell, Microsoft, Microtek, Mitsubishi, Motorola, Mustek, Nikon, Nokia, Olympus, Panasonic, Pinnacle, Pioneer, Planar, Ricoh, RIM, Samsung, SanDisk, Sanyo, Shutterfly, Snapfish, Sony Electronics, Sony Ericsson, Sprint, Thomson, Toshiba, ViewSonic, Xerox, XM Radio, and many more.

### ARE THERE DIFFERENT EXHIBITING LEVELS AT DIGITALFOCUS?

Yes, we now have three exhibiting levels at DigitalFocus: Basic, Standard and Premier. Basic exhibitors may bring two company and/or agency representatives, and they receive a four-foot demo station, which comes with linen, signage, and power. Standard exhibitors receive a six-foot demo station with the same amenities, and can bring up to four representatives to the event. Premier sponsors receive a 10-foot semicircular station with the same amenities, and can bring up to six representatives. High-speed 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 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 media relations staff handle all the promotion, invitations, and RSVPs for the event. We invite top-tier press and analysts, drawing from our own media databases as well as the show’s pre-registered press list. We also assemble an event press kit on CD, which is given to every journalist and analyst that attends that evening.

## WHAT TYPES OF MEDIA ATTEND THIS EVENT?

More than 200 highly targeted media attended the DigitalFocus showcase preceding the most recent PMA show. We personally screen each journalist and analyst that we invite. A few of the media outlets that attended recent events include ABC, AP, 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 exhibiting 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?

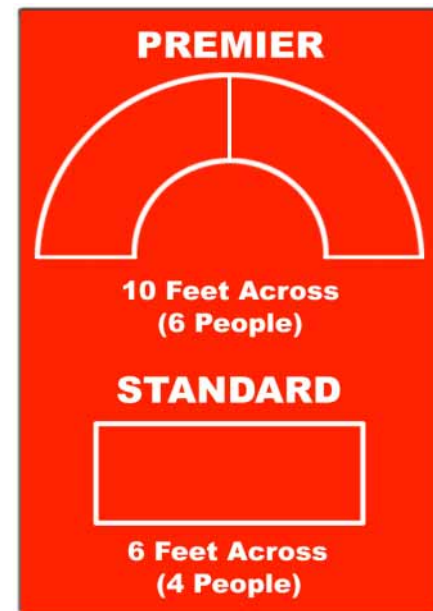
DigitalFocus has sold out each of the last 11 years, with last year’s event selling out weeks in advance. So we encourage you to book your spot early!

## HOW DO I SIGN UP TO PARTICIPATE?

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

## WHAT DOES IT COST?

The cost for Basic, Standard or Premier sponsorship is a single, reasonable fee. Call or email us for all of the pricing details. Just sign up and let us bring the press to you! For more information, please contact Jen Ferency at 561.278.5094 ([jen@pepcom.com](mailto:jen@pepcom.com)).



PEPCOM<sup>®</sup>



**PEPCOM**  
**UPCOMING EVENTS**

**MobileFocus<sup>®</sup> Global**

Feb. 16, 2009 in Barcelona (at MWC)

**DigitalFocus<sup>®</sup>**

Mar. 2, 2009 in Las Vegas (at PMA)

**MobileFocus<sup>®</sup>**

Apr. 1, 2009 in Las Vegas (at CTIA Spring)

**The Green Show**

Apr. 29, 2009 in New York

**Digital Experience!<sup>®</sup>**

June 24, 2009 in New York

**Holiday Spectacular!<sup>®</sup>**

Sept. 17, 2009 in New York

**MobileFocus<sup>®</sup>**

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

*For more information*

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