

# *ecofocus*<sup>®</sup>

**The Green Technology Showcase**

**April 29, 2009 - New York City**





### WHAT IS EcoFOCUS?

EcoFocus is Pepcom's newest and most exciting media gathering to date: a demo event dedicated to showcasing the very latest in green technologies. From electricity-sipping computers and electronics to alternative lighting and energy solutions, EcoFocus will bring together a smorgasbord of green tech to an audience of more than 300 influential journalists and analysts on April 29, 2009 in New York. Like other Pepcom technology showcases in the Focus series, EcoFocus will draw many of the biggest names in the high-tech business, as well as some of the most innovative newcomers. You can be there too! But exhibiting spots at this event are limited, and most Pepcom events sell out weeks in advance. So join us, and hundreds of attending press, for EcoFocus and reserve your place among the green tech leaders.



### WHEN AND WHERE IS EcoFOCUS?

EcoFocus will be held on Wednesday, April 29th, from 6:00 to 9:00 pm, at the Metropolitan Pavilion, a large and comfortable event space in the heart of downtown Manhattan. This time and location make it convenient for the maximum number of New York media and analysts, who typically come straight from work to attend Pepcom events.

### ARE YOU AFFILIATED WITH ANY TRADESHOW?

EcoFocus is an independent media event that is produced entirely by and a registered trademark of Pepcom Inc. This marks the 11th year that Pepcom has been producing independent media events in New York, as well as other locations.

### ARE THERE SPEAKING OR PRESENTING OPPORTUNITIES?

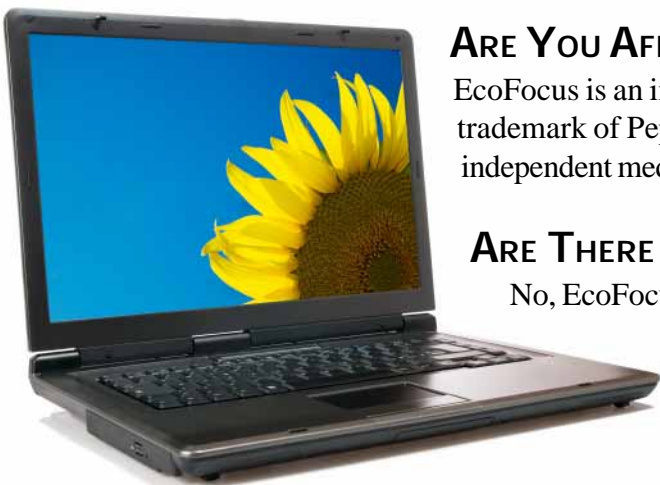
No, EcoFocus is a targeted technology demo event. Many journalists and analysts dislike sitting through speeches or presentations, but will happily entertain brief product demos. Pepcom events offer them just that opportunity, which entices more (and better) media to attend. It also gives exhibitors the opportunity to make more contacts.

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

EcoFocus will host a wide range of technology companies. Participants in recent events include 3M, Alcatel-Lucent, Audiovox, Brother, Canon, Casio, Corel, Dell, Dolby, eBay, Ecosol Solar, Energizer, Epson, Fujifilm, Garmin, HP, Intel, IBM, Imation, iRobot, Kodak, Lenovo, Lexar Media, Lexmark, LG, Logitech, Maxell, Microsoft, Microtek, Mitsubishi, Motorola, Mustek, Nikon, Nokia, Olympus, Panasonic, Philips, Pioneer, Planar, Ricoh, RIM, Samsung, SanDisk, Sanyo, Shutterfly, Snapfish, Sony Electronics, Sony Ericsson, Sprint, T-Mobile, TiVo, Toshiba, ViewSonic, VTech, Xerox, Yahoo!, and many more.

### ARE THERE DIFFERENT EXHIBITING LEVELS AT EcoFOCUS?

Yes, we have now have three exhibiting levels at EcoFocus: 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 journalists 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 veteran media relations staff handle all the promotion, invitations, and RSVPs for the event. We invite only fully credentialed press and analysts, drawing from our own extensive media databases as well as media research services. We also assemble an event press kit on CD, which is given to every journalist and analyst that attends that evening, that contains press releases and images from all of the exhibiting companies at the event.

## WHAT TYPES OF MEDIA ATTEND THIS EVENT?

More than 300 targeted media typically attend each Pepcom demo event in New York. Every exhibitor receives a list of all attendees, with complete contact information, after the event. 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 Wall Street Journal. Nearly all of the attending press have been to one or more previous Pepcom events.

## 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?

There are a limited number of exhibitor spots available for EcoFocus, and we expect the event will sell out a week or two in advance. So we encourage you to book your spot early to ensure you can join us for this exciting event!

## HOW DO I SIGN UP TO PARTICIPATE?

Becoming an exhibitor at EcoFocus is simple. Call or email us to receive a sponsor agreement form on the last page of this info packet. 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 EcoFocus, our events staff will contact you regarding all of the logistical details.

## WHAT DOES IT COST?

The cost for either Basic, Standard, or Premier sponsorship is a single, reasonable fee. Just sign up and let us bring the press to you! For more information about EcoFocus, contact Jen Ferency at 561.278.5094 ([jen@pepcom.com](mailto:jen@pepcom.com)) or Jon Pepper at 212.355.6326 ([jon@pepcom.com](mailto:jon@pepcom.com))



# UPCOMING PEPCOM 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)

## **EcoFocus<sup>®</sup>**

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*

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)