

Hundreds of working press.
Dozens of working exhibitors.
It's time to play.

eFocus
05-09-06
Los Angeles

efocus[®]

A close-up photograph of a man with a joyful expression, looking upwards and to the right. He is wearing a white, long-sleeved shirt with intricate red and black embroidery on the shoulders and sleeves. Underneath, a white ribbed tank top is visible. He is holding a black camera in his hands, which are positioned in the lower right corner of the frame. The background is a plain, light color.

Your company's entertainment technologies on computers, videogame platforms, PDAs, and cellphones have changed how, where, and when we play. But with all the distractions of a major tradeshow, how do you make sure you got game with the media? Easy: Score the top gaming press at eFocus. Produced by Pepcom, the leader in technology showcases, eFocus @ Los Angeles is an electronic entertainment demo event that's exclusively for press and analysts at the E3 show. Each year, our eFocus event draws the biggest companies in the gaming field — and the most influential media in the world! But spots at this event are very limited, so reserve your place now to join us in Los Angeles for eFocus 2006!



WHEN AND WHERE IS IT?

eFocus 2006 @ Los Angeles will be held on Tuesday, May 9th, the evening before the E3 tradeshow opens. (eFocus is an independent media event owned and produced by Pepcom Inc., and not affiliated with the E3 show or organization.) The event will take place at the California Market Center in downtown L.A., from 6:00 to 9:00 p.m.

WHO PARTICIPATES IN THIS EVENT?

eFocus 2006 will be sponsored by more than 25 of the leading videogame, computer, software, wireless, PDA and accessory companies. Participants in recent Pepcom events include Adobe, AMD, Acclaim, Activision, Amazon.com, ATI, Canon, Casio, Dell, eBay, Fujifilm, Gateway, HP, Intel, Iomega, Kodak, Konami, Kyocera Wireless, LG, Logitech, Microsoft, Motorola, Netflix, Nintendo, Nokia, NVIDIA, Olympus, Palm, Panasonic, Pioneer, Samsung, Sony, Sprint, Thomson, Toshiba, Yahoo! and many others.

ARE THERE DIFFERENT LEVELS OF SPONSORSHIP?

We now have two sponsorship levels: Standard and Premier. Standard sponsors receive a six-foot demo station, which comes with linens, signage, and power. High-speed Internet access and flat-screen computer displays are available. Standard sponsors can bring a maximum of four company and/or PR agency representatives (total) to the event. Premier sponsors receive a larger, 10-foot semicircular station, with linens, signage, and power. Premier sponsors may bring a total of six people from the company and/or agency.

HOW DOES THE EVENT WORK?

A complete upscale buffet, including a variety of food stations and premium open bars, is provided for the press and analysts who attend. Press arrive and visit the sponsors at their convenience, working their way around the room. Sponsors arrive two hours prior to the event to set up and grab a bite to eat. Sponsors provide their own demo equipment, though power strips are provided. Flat-screen monitors and high-speed Internet access are also available through us for a nominal charge.



WHO HANDLES THE PUBLICITY?

Pepcom and its public relations staff handle all the promotion, invitations, and RSVPs for the event. We invite top-tier press and analysts, drawing both from the show's pre-registered press list and our own databases. We also assemble an event press kit on CD, which is given to each attendee. We can also work with your PR team to make certain your key contacts are invited.

WHO ATTENDS THIS EVENT?

eFocus 2006 @ Los Angeles is for a select group of E3 media and analysts only. We personally contact each person that we invite. A few of the larger media outlets that attended recent Pepcom events include ABC, AP, Bloomberg News, BusinessWeek, CBS, CNN, Consumer Reports, Fast Company, Forbes, Fortune, Gartner, IDC, L.A. Times, Maxim, NBC, N.Y. Times, Newsweek, PC Magazine, PC World, Popular Science, Popular Mechanics, Reuters, Rolling Stone, Stuff, Time, U.S. News, USA Today, and the Wall Street Journal.

HOW MANY PEOPLE CAN I BRING?

Standard-level sponsors are welcome to bring a total of four people, including company employees and representatives from your PR firm. Premier-level sponsors may bring as many as six people. However, our experience shows that two or three people can work a table without any difficulty. We limit the number of sponsor representatives to maximize the space available for press and analysts.

CAN I REQUEST A SPECIAL LOCATION AT THE EVENT?

We arrange table locations at these events to ensure an appealing mix of products and companies. We also do our best to honor requests to be placed near (or far from) other event participants, or to be in a general area of the space, such as near the entrance or toward the rear.

HOW DO I BECOME A SPONSOR?

Becoming a sponsor of eFocus 2006 is simple. A sponsor agreement form is included in this kit. You can fax the sponsorship agreement to 561.278.5603, or mail it to the address below. Once you're signed up, our event staff will contact you regarding all of the event logistics and details.

WHAT DOES IT COST?

The cost for either Standard or Premier sponsorship is a single, reasonable fee. Sign up and let us bring the press to you! For more details, please contact:

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PEPCOM
UPCOMING EVENTS

DigitalFocus

Feb. 25, 2006 in Orlando

MobileFocus

Apr. 5, 2006 in Las Vegas

eFocus

May 9, 2006 in Los Angeles

Digital Experience!

June 28, 2006 in New York

MobileFocus

Sept. 12, 2006 in Los Angeles

Holiday Spectacular!

Sept. 20, 2006 in New York

DigitalFocus

Oct. 11, 2006 in New York

Digital Experience!

Jan. 7, 2007 in Las Vegas

For more information

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