

*Wine, Dine
& Demo[®]*

*A Media Event
Toasting the Latest
in Digital Innovation!*

*November 18, 2010
New York City*

Wine, Dine & Demo®

WHAT IS WINE, DINE & DEMO?

Wine, Dine & Demo! is Pepcom's annual wine-soaked showcase of the latest consumer and business technology for the New York media. Every autumn, Wine, Dine & Demo! draws hundreds of the Big Apple's most influential press to see the latest innovations in digital lifestyle products and services, including the latest in computers, software, cellphones, digital cameras, televisions, videogames, audio gear, home networks, broadband services, and more. Produced by Pepcom, the proven leader in technology showcases, Wine, Dine & Demo! links the world's biggest tech companies and media outlets for an evening of fine wine, great food, and fruitful meetings. And you can be there too. But spots at this event are limited, so reserve your spot today!



WHEN AND WHERE IS IT?

Wine, Dine & Demo! will be held on Thursday, Nov. 18th, in New York City. The event takes place in the famed Hammerstein Ballroom at Manhattan Center Studios from 6:00 to 9:00 p.m.

WHY NEW YORK? WHY NOVEMBER?

The New York press market is the world's largest, and home to the most influential media outlets. And with few tradeshows in November, Wine, Dine & Demo! provides a perfect forum for reaching print, TV, radio, and Internet journalists right before the holiday season begins.

DOES WDD WORK LIKE OTHER PEPCOM EVENTS?

Yes, it does. Which means you'll see the same top-notch PR outreach and production values as other Pepcom events, only with a wine-tasting flavor that's a proven success with the press.

WHAT KINDS OF COMPANIES PARTICIPATE IN THIS EVENT?

Wine, Dine & Demo! will again host a wide range of technology companies. Participants in recent events include AT&T, Black & Decker, Brother, Canon, Casio, Dell, Denon, eBay, Energizer, Epson, Fujifilm, Garmin, Google, HP, Intel, IBM, Imation, JVC, Kingston, Kodak, Konica Minolta, Lexar Media, Lexmark, LG, Maxell, Microsoft, Microtek, Mitsubishi, Motorola, Netflix, Nikon, Nokia, Office Depot, Olympus, Palm, Panasonic, Pioneer, Ricoh, RIM, Samsung, SanDisk, Sanyo, Shutterfly, Skype, Sony Electronics, Sony Ericsson, Sprint, Symantec, Toshiba, ViewSonic, Virgin Mobile, Xerox, Yahoo! and many more.

ARE THERE DIFFERENT EXHIBITOR LEVELS AT WINE, DINE & DEMO?

Yes, we now have three exhibiting options at this showcase: Basic, Standard, and Premier. Basic exhibitors may bring up to two company and/or agency representatives to the event, and each receives a four-foot demo station, which comes with linens, color logo signage, electrical power, and (if ordered) high-speed Internet access and flat-screen television or computer displays. 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 demo station and may bring up to six people.



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 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 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 our media research services. 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 250 highly targeted media attend the Wine, Dine & Demo! event each year. We personally screen every journalist and analyst that we invite. A few of the media outlets that attended recent events include ABC, BusinessWeek, Consumer Reports, Cosmopolitan, Elle, Forbes, Fortune, L.A. Times, Maxim, NBC, New York Times, Newsweek, PC Mag, PC World, Popular Photography, Popular Science, Rolling Stone, Time, U.S. News, USA Today, Wired, and the Wall Street Journal. After the event, every exhibiting company receives a list of all attendees with their complete 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?

Wine, Dine & Demo! sells out every year, with last year’s event selling out more than three weeks in advance. So we encourage you to book your spot early!



HOW DO I SIGN UP TO PARTICIPATE?

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

WHAT DOES IT COST?

The cost for Basic, Standard or Premier level is a single flat fee – and far less than a press tour. Sign up and let us bring the press to you! For more information on how you can join us, contact Jen Ferency at 561.278.5094 (jen@pepcom.com) or Jon Pepper at 212.355.6326 (jon@pepcom.com).





PEPCOM
UPCOMING EVENTS

Holiday Spectacular!®

Sept. 15, 2010 in New York

MobileFocus®

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

Wine, Dine & Demo!®

Nov. 18, 2010 in New York

Digital Experience!® (CES)

Jan. 5, 2011 in Las Vegas

MobileFocus Global®

Feb. 14, 2011 in Barcelona, Spain (MWC)

MobileFocus®

Mar. 22, 2011 in Orlando (CTIA Spring)

EcoFocus®

Apr. 20, 2011 in New York (Green Tech)

Digital Experience!®

June 22, 2011 in New York

For more information

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