



PEPCOM'S
digital!
experience

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JAN 5 2027

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What is Digital Experience?



Digital Experience!® is Pepcom's annual preview of what's new at the CES® show, exclusively for the media. Like all Pepcom showcases, it's a demo event, giving key reporters a hands-on look at the new products that will be featured at the show. The event is in person in Las Vegas on the evening before the show opens, and is also broadcast to media and influencers across the country.

When and where is it?

Digital Experience! will be held from 7:00 to 10:30 pm on Tuesday, Jan. 5, 2027 — the evening before the CES show opens, as always. The event takes place at the Paris Las Vegas hotel in the heart of the Las Vegas Strip, and the event will also be streamed to media and influencers across the country and around the world.

Editors
Reporters
Producers
YouTubers
Influencers
Analysts



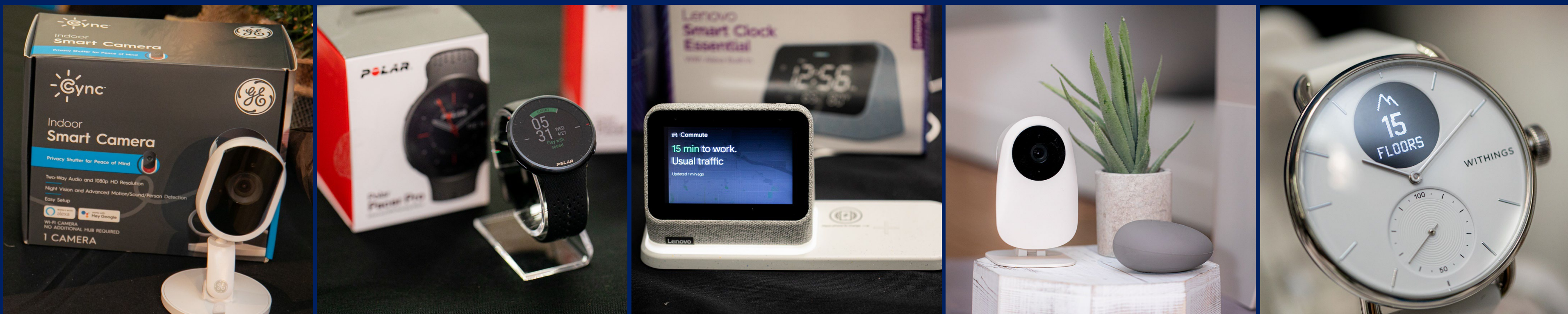
Why should I be there?

Pepcom media events are simply the most cost-effective and time-efficient way to meet with hundreds of the nation's most influential reporters and influencers. Our showcases give you the benefits of both an in-person event and a streaming highlights experience. It's a dynamic hybrid with worldwide reach!



What kinds of companies participate in this event?

We host a wide variety of companies at Pepcom events. Participants in recent showcases include: Abbott, ADT, American Standard, Anker, Atkins, Beautyrest, Belkin, Binatone, Bissell, Black & Decker, Bowflex, Canon, Catalyst, Corning, Coway, Delta Faucet, Duracell, Dyson, Eargo, Ecoflow, Fitletic, Garmin, GE, Hamilton Beach, Honeywell, HP, Husqvarna, HyperX, IBM, iRobot, Jabra, Kenmore, Kensington, Keurig, Kidde, Kodak, Kohler, Kwikset, Lenovo, Linksys, Lutron, Maytag, Miracle-Gro, Moen, Netgear, Oral-B, Oura, OWC, P&G, Panasonic, Philips, Ring, Roborock, Seagate, Sealy, Sharp, Shure, Sleep Number, Sony, T-Mobile, TCL, TOTO, TP-Link, ViewSonic, Vizio, Verizon, Western Digital, Whirlpool, and many more.



Are there different exhibiting levels at the event?



Yes, we offer 4 exhibiting levels at Digital Experience!

Basic: \$7,000.

Basic level exhibitors receive a six-foot demo station with linen, signage and power, and may bring a maximum of two (total) company or agency representatives. Basic exhibitors are included in the online Event Press Kit, but they are not interviewed for the Pepcom TV event stream broadcast.

Standard: \$10,000.

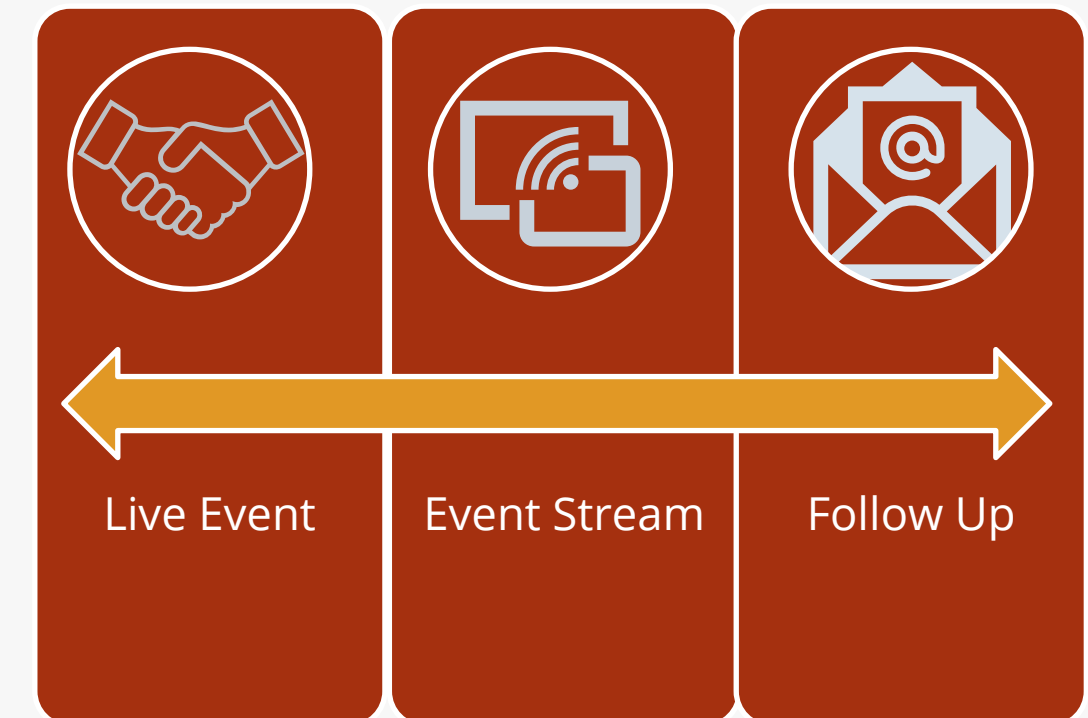
Standard level exhibitors receive a six-foot demo station with linen, signage and power. At this level, exhibitors may bring a maximum of four company or agency representatives. Standard exhibitors are included in the online Event Press Kit, but they are not interviewed for the Pepcom TV event stream broadcast.

Standard Plus: \$11,000.

Standard Plus level exhibitors receive a six-foot demo station with linen, signage and power, and may bring a maximum of four company or agency representatives. Standard Plus exhibitors are included in the online Event Press Kit, and they are also interviewed at the event for the Pepcom TV event stream broadcast.

Premier: \$14,000.

Premier level exhibitors receive a twelve-foot demo station with linen, signage and power. At this level, exhibitors may bring a maximum of six company or agency representatives. Premier exhibitors are included in the online Event Press Kit, and are also interviewed on site for the Pepcom TV event stream broadcast.



IT'S LIVE... AND STREAMING!

Pepcom showcases are now both in-person events and streamed events, reaching a broad audience of journalists and influencers worldwide. We also follow up with both media and exhibitors, making sure both sides can make meaningful and productive connections.

How does the event work?



Exhibitors arrive about two hours prior to the event to set up their demo stations. The media start arriving at 7:00pm and visit the exhibitors as they choose, while enjoying an upscale “walking dinner” buffet, including open bars. At the same time, the Pepcom TV team is filming the event and interviewing exhibitors for our event stream broadcast.

What types of media attend this event?



Hundreds of media attend Pepcom events, which are now in their 29th year.

Our media attendees now include those who attend in person and those who watch our event stream from wherever that are. A few of the media outlets that attended recent events include ABC, CBS, CNBC, CNET, CNN, Consumer Reports, Engadget, Forbes, Fox, Good Housekeeping, Good Morning America, Gizmodo, Health, HuffPost, Mashable, NBC, New York Times, People, Prevention, Rolling Stone, Self, Seventeen, Shape, Time, Today, Tom's Guide, USA Today, Wall St. Journal, Woman's Day, and Women's Health. After the event, each exhibitor receives a list of attendees and contact information.

How do I participate?



Becoming an exhibitor at
Pepcom's Digital Experience!
is quick and easy.
We'll handle the logistics.
You just show up and shine!

Simply contact Jennifer Jones at +1 561.278.5094 (jennifer@pepcom.com) for an exhibitor agreement, then email back the signed agreement to us. That's it! Once you're official, our events staff will contact you regarding all of the details.