

Well Now! + Home Now!

April 27, 2022

Live in New York City
Livestreamed Nationwide



What is Home Now?

Home Now!® is Pepcom's media event that showcases the latest in new products for the modern home, from bed and bath to security and appliances. All with a decidedly digital flair. Like all Pepcom showcases, it's a demo event, giving key reporters and influencers a hands-on look at your innovations. Home Now! is live in NYC and livestreamed across the country!



When and where is it?

Home Now! will be held from 5:00 to 8:00 pm on Wednesday, April 27, 2022 in New York City. The event is co-located with our Well Now! showcase at the Metropolitan Pavilion in downtown Manhattan, a convenient meeting spot for press. And the event will be livestreamed to media and influencers across the country.

What is Well Now?

Well Now!® is Pepcom's media event that showcases the very latest in health, fitness, gear, apps and nutrition. With a decidedly digital flair. Like all Pepcom showcases, it's a demo event, giving key reporters and influencers a hands-on look at your new health and wellness innovations. Well Now! is live in New York City and livestreamed across the country!



When and where is it?

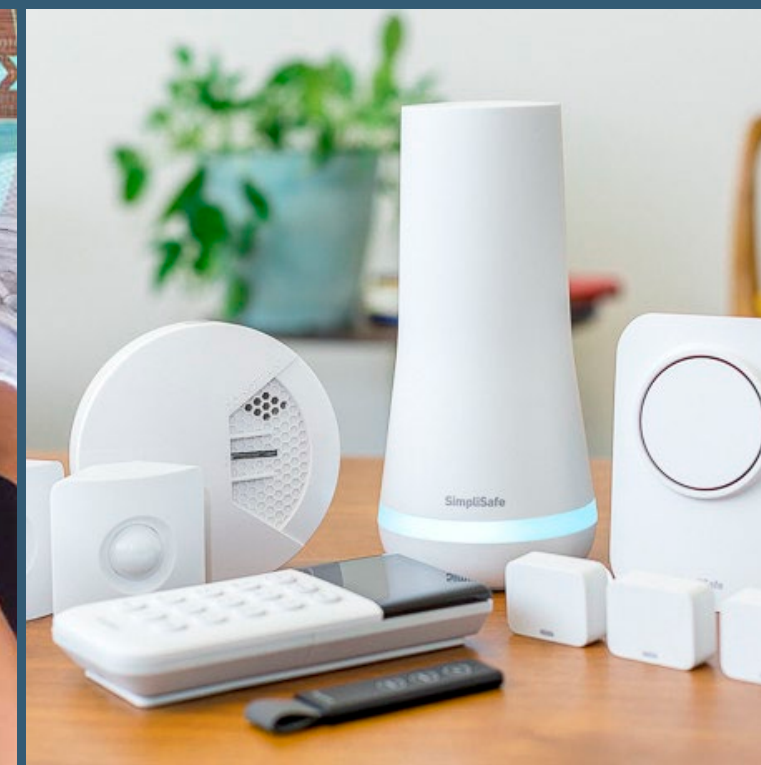
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Editors
Reporters
Producers
YouTubers
Influencers
Bloggers



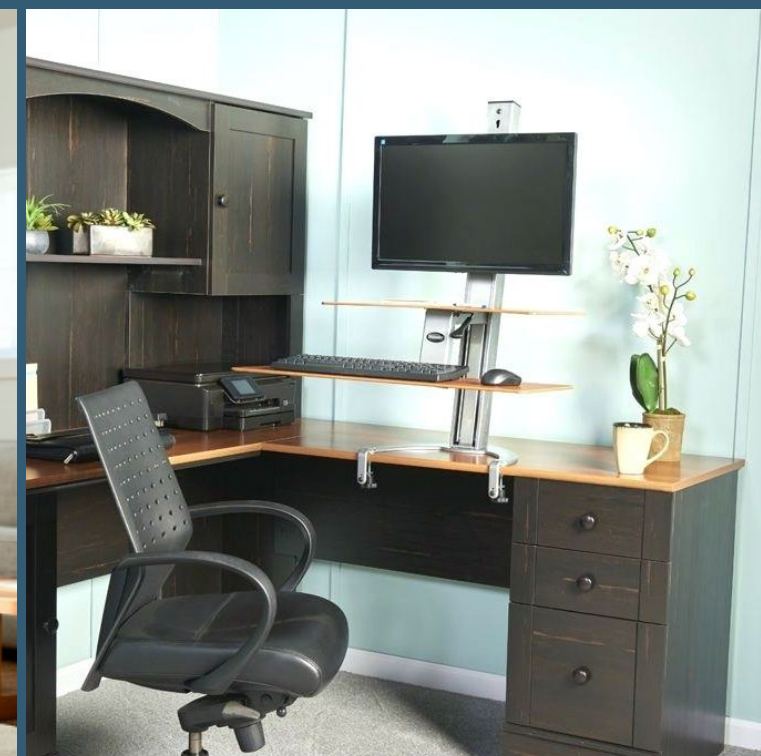
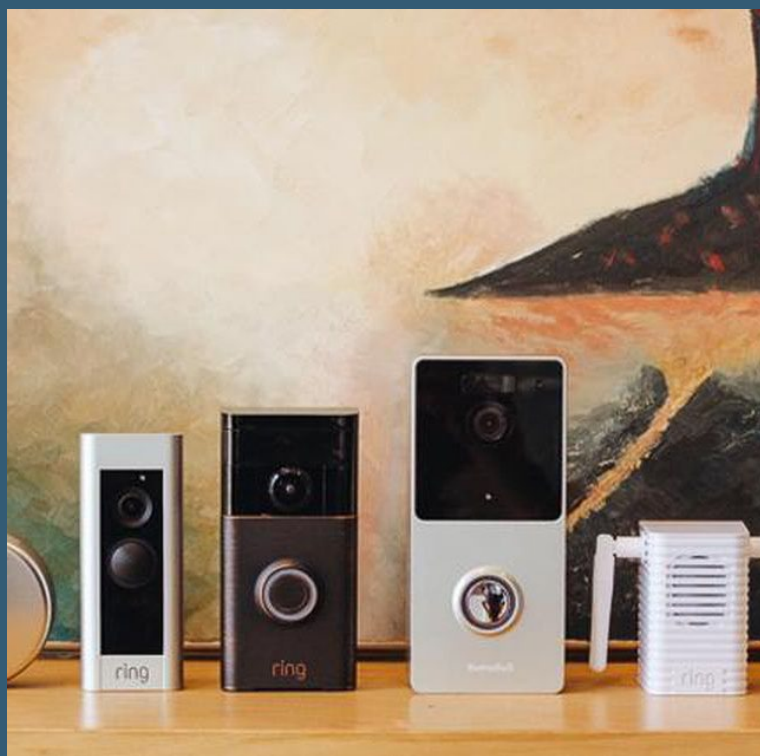
Why should I be there?

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 livestream experience, simultaneously. It's a dynamic hybrid with nationwide reach!



What kinds of companies participate in this event?

We host a wide variety of companies at Pepcom events. Participants in recent showcases include: Aera, ADT, American Standard, Apira Science, Atkins, Balanced Body, Beautyrest, Belkin, Bissell, Black & Decker, Body Glide, Bowflex, Coravin, Coway, Delta Faucet, DreamWave, Dymatize, Dyson, Eargo, Elkay, Fitbit, Fitletic, Garmin, GE, Harmless Harvest, Human Touch, iFit, iHealth, Inspire Fitness, Invitae, iRobot, Jabra, June Life, Kenmore, Keurig, Kohler, Lenovo, Lowe's, Lumen, Maytag, Miracle-Gro, Moen, Newell Brands, NutriBullet, Omigo, Planet Oat, Sears, Simplehuman, Sleep Number, SlimFast, SodaStream, Tempur-Sealy, True Lemon, Verizon, Whirlpool, and many more.



Are there different exhibiting levels at Home Now?

Yes, we offer 3 exhibiting levels at Home Now! and Well Now!

Basic \$5,000.

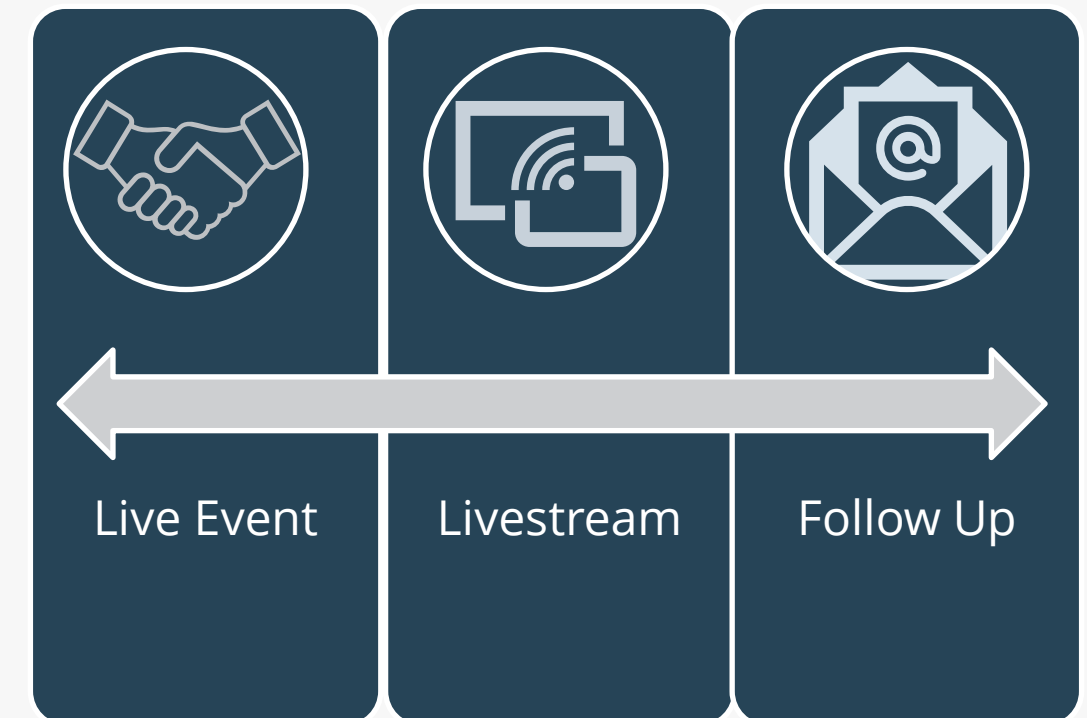
Basic level exhibitors receive a six-foot demo station with linen, signage and power. At this level, exhibitors may bring a maximum of two company or agency representatives. Basic exhibitors may be featured in livestream interviews as well.

Standard \$7,500.

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 given priority for livestream interviews too.

Premier \$10,000.

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 guaranteed first priority for livestream interviews.



IT'S LIVE... AND LIVESTREAMED!

Pepcom showcases are now both live in-person events and livestreamed events, reaching a broad audience of media and influencers nationwide. 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 5:00pm 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 livestream broadcast.

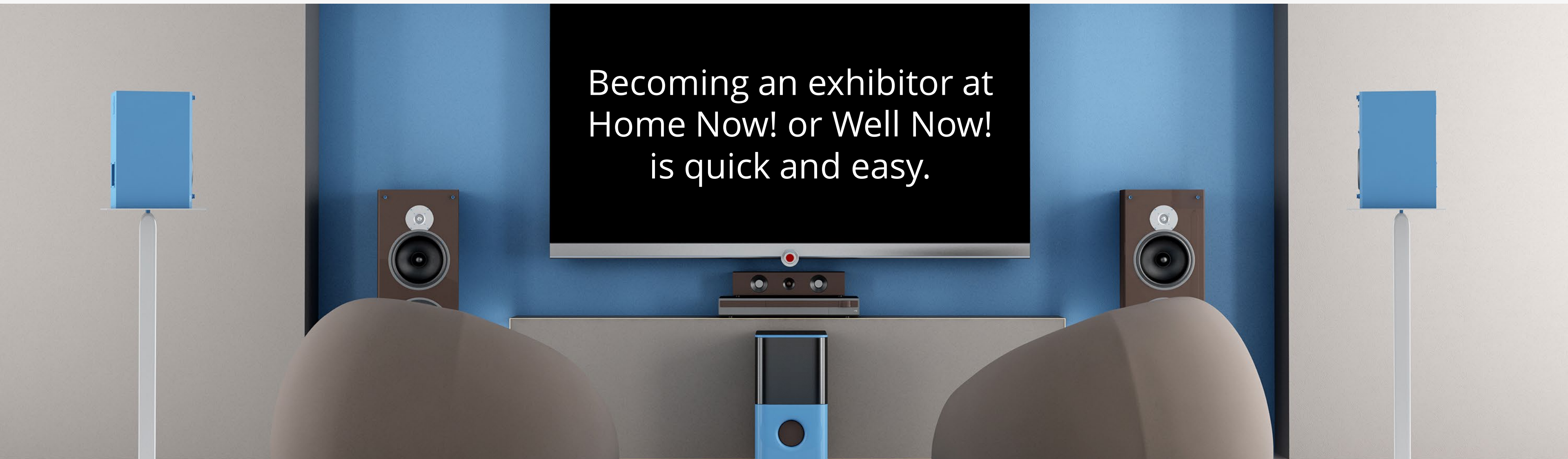
What types of media attend this event?



Hundreds of media attend Pepcom events, which are now in their 24th year.

Our media attendees now include those who attend in person and those who watch via livestream across the country. A few of the media outlets that attended recent events include ABC, CNBC, CNET, CNN, Consumer Reports, Elle, Engadget, Forbes, Fox, Good Housekeeping, Gizmodo, Health, HuffPost, MSNBC, NBC, N.Y. Times, People, Popular Science, Prevention, Redbook, Rolling Stone, Self, Seventeen, Shape, Slate, Time, Tom's Guide, USA Today, Vanity Fair, Vogue, Wall Street Journal, Woman's Day, and Women's Health. After the event, each exhibitor receives a list of attendees and their contact information.

How do I participate?



Becoming an exhibitor at
Home Now! or Well Now!
is quick and easy.

Simply contact Jennifer Jones at 561.278.5094 (jennifer@pepcom.com) or Laura Hunt at 310.933.2854 (laura@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 logistical details.