

mobilefocus[®] global


THE PEPCOM MEDIA EVENT AT MWC™

FEBRUARY 27, 2023

BARCELONA



What is MobileFocus Global?



MobileFocus Global is Pepcom's annual preview of what's new in mobile at the MWC show in Barcelona, exclusively for the media. Like all Pepcom showcases, it's a demo event, giving key reporters a hands-on look at the newest innovations in mobile tech, apps and wireless.

When and where is it?

MobileFocus Global will be held from 7:00 to 10:00 pm on Monday, Feb. 27, 2023 — the first evening of the MWC show. The event takes place at the Avenida Palace hotel in the heart of Barcelona, making it convenient for the media.

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 world's most influential reporters and influencers. Our showcases give you the opportunity to establish relationships with media from all over the globe, in one place, at one time!

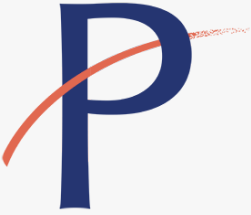


What kinds of companies participate in this event?

We host a wide variety of companies at Pepcom events. Participants in recent showcases include: Aera, ADT, American Standard, Anker, Atkins, Beautyrest, Belkin, Binatone, Bissell, Black & Decker, Bowflex, Canon, Catalyst, Corning, Coway, Delta Faucet, Dymatize, Dyson, Eargo, Elkay, Fitbit, Fitletic, Garmin, GE, Hamilton Beach, HP, HyperX, iHealth, Inspire Fitness, iRobot, Jabra, Kenmore, Kensington, Keurig, Kidde, Kohler, Kwikset, Lenovo, Linksys, Lutron, Maytag, Miracle-Gro, Moen, Neato, Oral-B, Otter, OWC, Panasonic, Philips, Seagate, Segway, Sharp, Shure, Sleep Number, SodaStream, Sony, T-Mobile, TCL, Tempur-Sealy, TP-Link, ViewSonic, Vizio, Verizon, Western Digital, Whirlpool, and many more.



Are there different exhibiting levels at the event?



Yes, we offer 3 exhibiting levels at MobileFocus Global:



Basic \$6,000. (USD)

Basic level exhibitors receive a two-meter demo station with linen, signage and power. At this level, exhibitors may bring a maximum of two company or agency representatives. Basic exhibitors are also included in the online Event Press Kit, and receive the Pepcom press list of all event attendees.



Standard \$8,000. (USD)

Standard level exhibitors receive a two-meter 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, and receive the Pepcom press list of all event attendees.

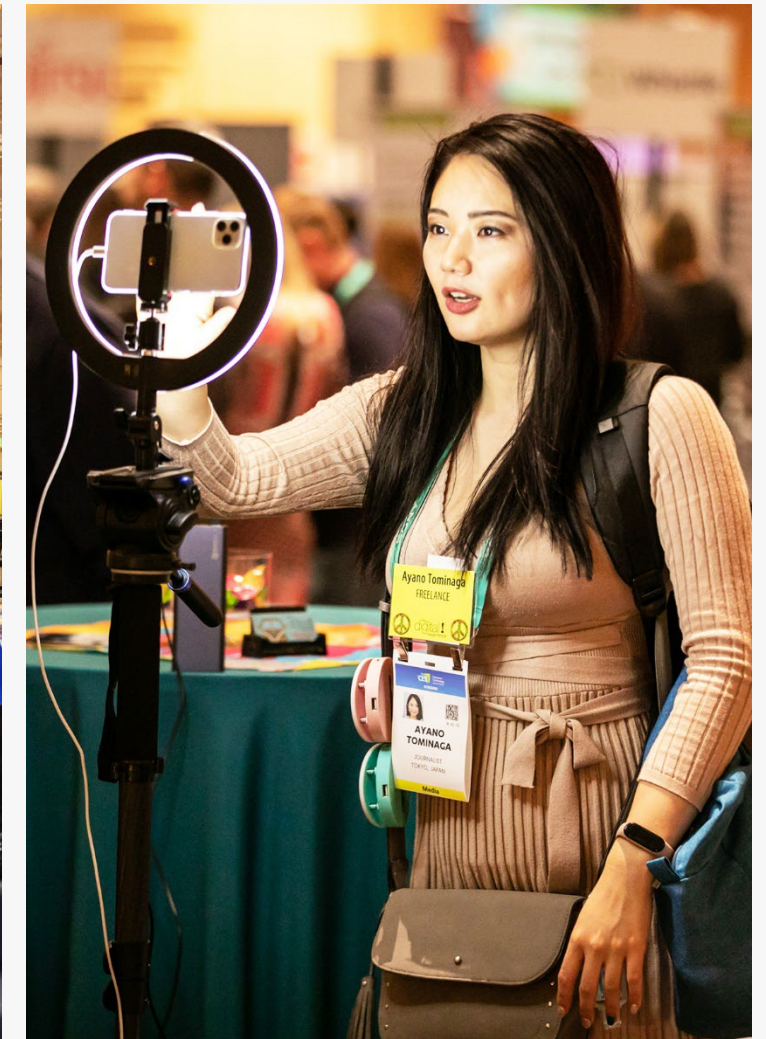


Premier \$12,000. (USD)

Premier level exhibitors receive a four-meter 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 receive the Pepcom press list of all event attendees.



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.

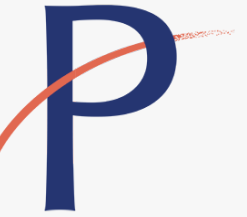
What types of media attend this event?



Hundreds of media attend Pepcom events, which are now in their 25th year.

Our media attendees now include those who attend in person and those who watch via livestream across the country. A few of the U.S. 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. And we reach a worldwide audience at our international events!

How do I participate?



Exhibiting at
MobileFocus Global
is super easy!

Once you're signed
up, our logistics
team will work with
you to handle all of
the details.

You just show
up and shine!

Simply contact Jennifer Jones at +1 561.278.5094 (jennifer@pepcom.com) or Laura Hunt at +1 310.933.2854 (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 details.