
PEPCOM'S
digital!
experience
JAN
5
2027

What is Digital Experience?



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 a video highlights reel is also sent to media and influencers across the country and around the world.

Digital Experience!® is an independent event and a registered trademark of Pepcom Inc. CES® is a trademark of the Consumer Technology Association.

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 are designed to offer "one-stop shopping" for the media who want to be among the first to see what's new at the trade show and beyond.









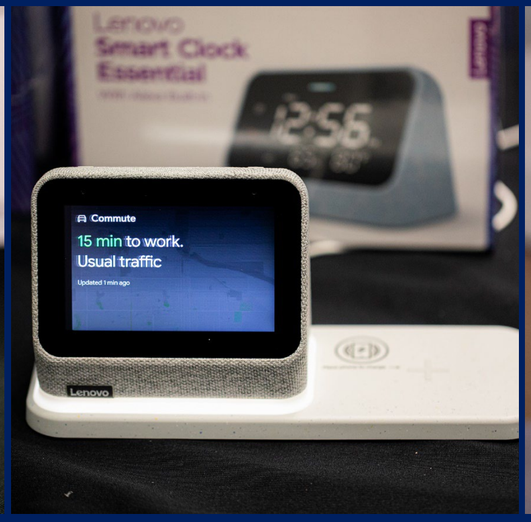


What kinds of companies participate in this event?

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 featured in the Pepcom Highlights video sent to media shortly after the event.

Standard: $10,000.

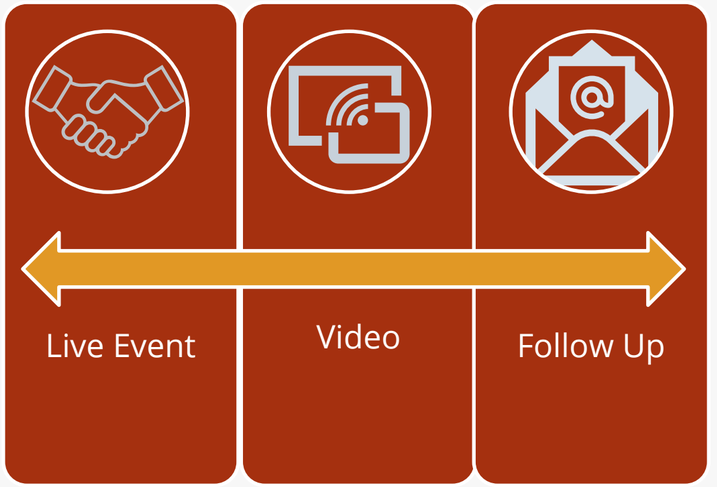
Standard level exhibitors receive a six-foot demo station with linen, signage and power, and may bring a maximum of four (total) company or agency representatives. Standard exhibitors are included in the online Event Press Kit, but they are not featured in the Pepcom Highlights video sent to media shortly after the event.

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 (total) company or agency representatives. Standard Plus exhibitors are included in the online Event Press Kit, and they are also featured in the Pepcom Highlights video sent to media shortly after the event.

Premier: $14,000.

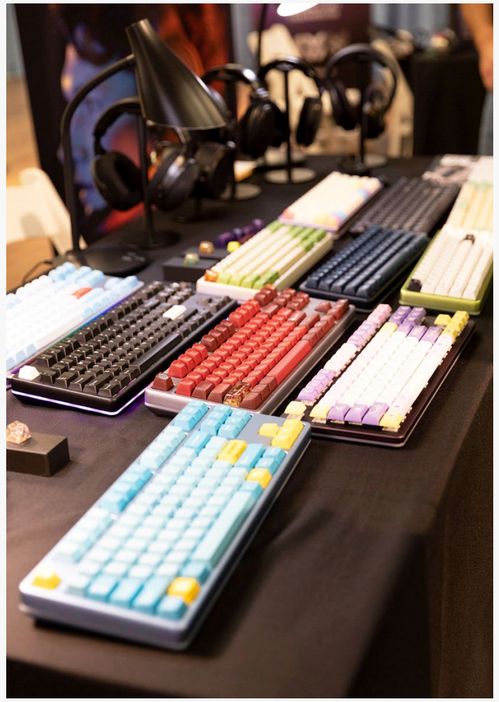
Premier level exhibitors receive a twelve-foot demo station with linen, signage and power, and may bring a maximum of six (total) company or agency representatives. Premier exhibitors are included in the online Event Press Kit, and they are also featured in the Pepcom Highlights video sent to media shortly after the event.



IT'S A LIVE EVENT… AND A VIDEO STORY!

This Pepcom showcases is both an in-person event and a video highlights story, reaching a very 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 2-3 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 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?



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.