

PEPCOM'S

# holiday!


spectacular

OCTOBER 19, 2023  
5:00 - 8:00 PM

Live in New York City.  
Livestreamed across the country.



# What is Holiday Spectacular?

The background of the slide is a dark blue field decorated with various holiday-themed elements. On the left, there are several Christmas ornaments: a white one, a blue one with a white and blue geometric pattern, a blue one with a white and blue geometric pattern and a gold top, and a blue one with a white 'P' logo. On the right, there are two stylized Christmas trees made of triangles, one in white and one in blue and gold. The background is also scattered with small white and gold dots.

Holiday Spectacular!® is Pepcom’s annual preview of the holiday season, 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 debut and delight this 2023 shopping season. Holiday Spectacular! is in person in New York City and broadcast live to media and influencers across the country.

## When and where is it?

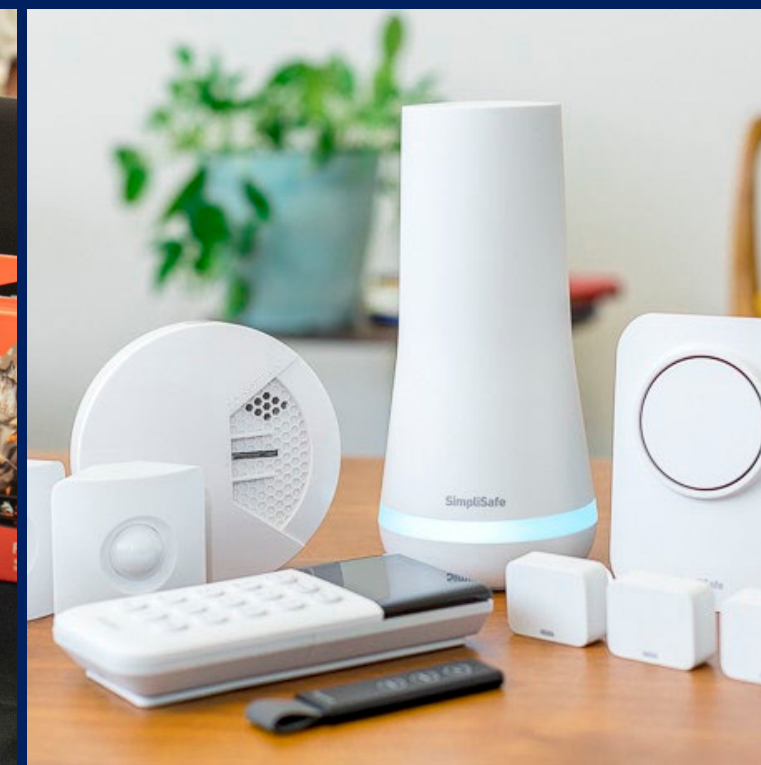
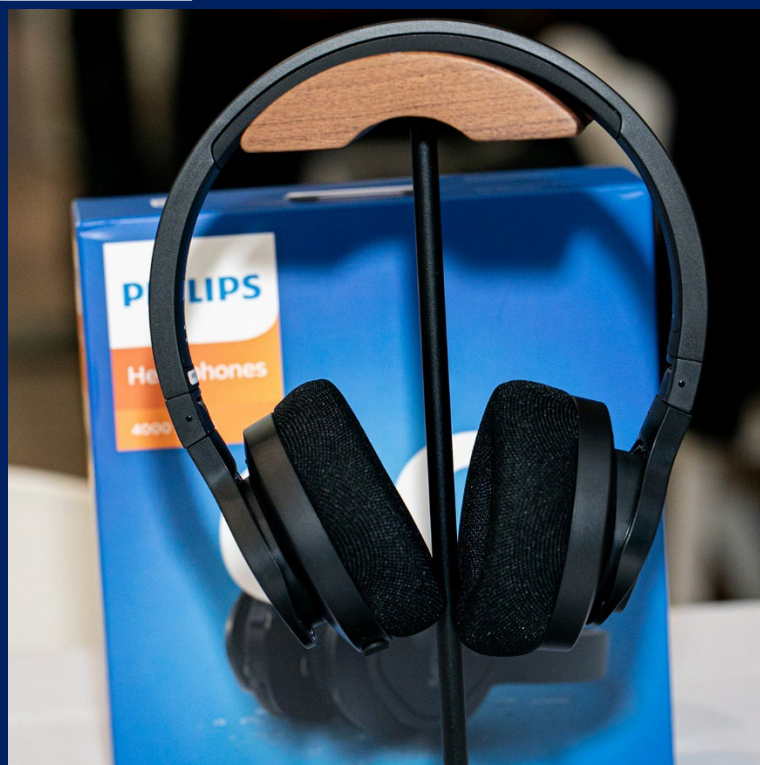
Holiday Spectacular! will be held from 5:00 to 8:00 pm on Thursday, Oct. 19, 2023 in New York City. The event takes place at the Metropolitan Pavilion in downtown Manhattan, a convenient meeting spot for press. And the event will be livestreamed to media and influencers across the country.

Editors  
Reporters  
Producers  
YouTubers  
Influencers  
Bloggers



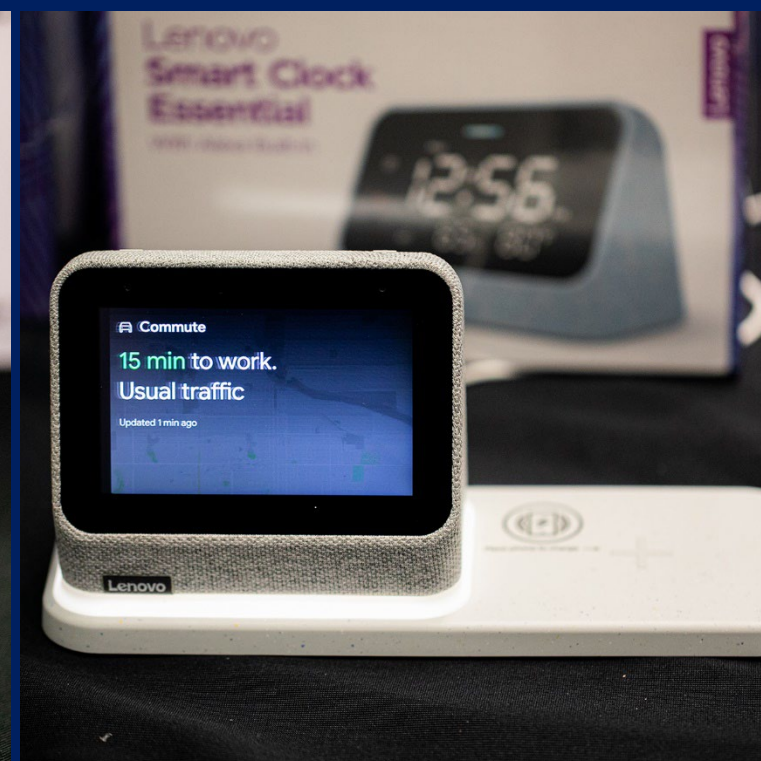
## Why should I be there?

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, 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 Holiday Spectacular!*

## Basic \$6,000.

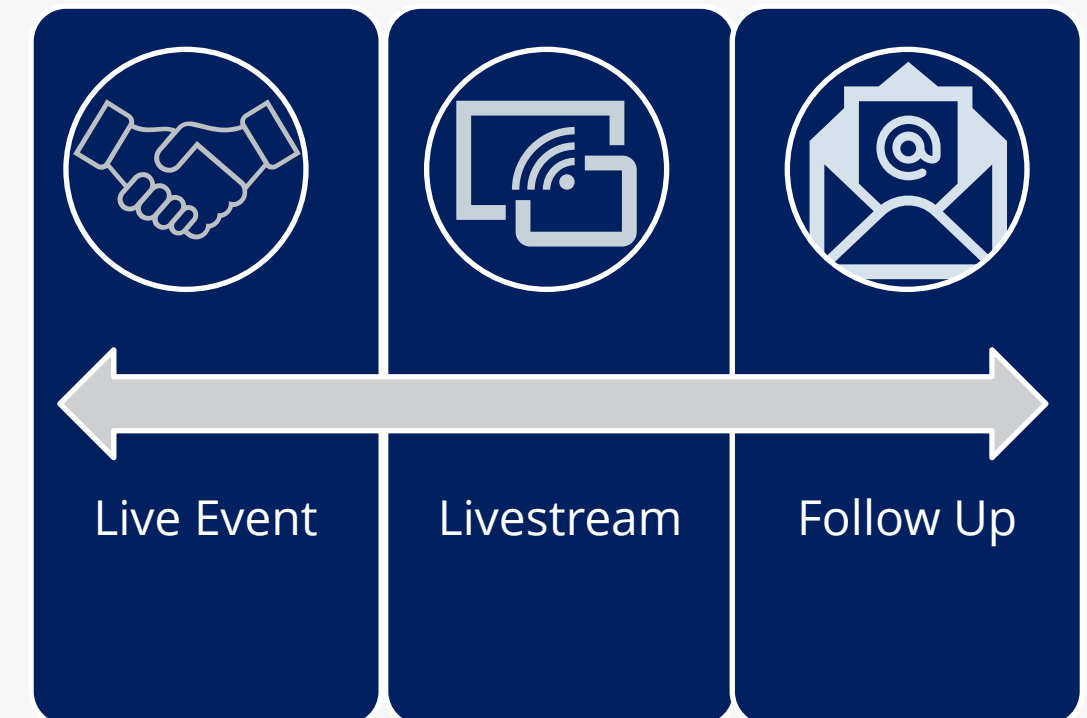
Basic level exhibitors receive a six-foot demo station with linen, signage and power. At this level, exhibitors may bring a maximum of two company or agency representatives. Basic exhibitors do not participate in the livestream broadcast.

## Standard \$8,000.

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 also part of the livestream broadcast.

## 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 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 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  
Pepcom's Holiday Spectacular!  
is quick and easy.



---

Simply contact Jennifer Jones at 561.278.5094 ([jennifer@pepcom.com](mailto:jennifer@pepcom.com)) or Laura Hunt at 310.933.2854 ([laura@pepcom.com](mailto: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.