

## **What Is Holiday Spectacular?**

Holiday Spectacular! is Pepcom's annual holiday preview showcase, a media event dedicated to glimpsing the computers, laptops, tablets, smartphones, apps, videogames, toys, gadgets, and consumer electronics that will be hot items this holiday season.

## **When And Where Is It?**

Holiday Spectacular! will be held from 6:00 to 9:00 pm on Wednesday, Sept. 30, 2015. The event takes place at the Metropolitan Pavilion event space in downtown New York City. This time and location make it easy for press to attend.

## **Are You Affiliated With Any Tradeshow?**

Holiday Spectacular! is an independent media event that is produced by, and a registered trademark of, Pepcom Inc. We employ our own media databases, as well as the leading press service, to make sure that the country's most influential press are invited.

## **Are There Speaking Or Presenting Opportunities?**

No, Holiday Spectacular! is strictly a demo event. Many journalists and analysts dislike sitting through speeches or presentations, but happily entertain brief product demos. Pepcom events offer just that opportunity, which entices more and better media to attend.

## **What Kinds Of Companies Participate In This Event?**

Holiday Spectacular! hosts a wide variety of companies. Participants in recent events include 3M, AMD, American Express, Asus, Barnes & Noble, Casio, Chevrolet, Cisco, Dell, DeLorme, Disney, eBay, Energizer, FileMaker, Ford, Garmin, Gogo, Google, HP, HTC, Huawei, Intel, Intuit, Kingston, Kodak, Lenovo, LG, Magellan, MetroPCS, Microsoft, Mitsubishi, Motorola, MobiTV, Netflix, Nike, Nokia, Panasonic, Philips, RIM, Samsung, SiriusXM, Sony, Sprint, T-Mobile, TeleNav, Toshiba, Visa, Yahoo! and many more.

## **Are There Different Exhibiting Levels At Holiday Spectacular?**

Yes, we have two exhibiting levels at Holiday Spectacular!: Standard and Premier. Standard exhibitors receive a six-foot demo station with linen, signage and power, and may bring up to four company or pr agency representatives. Premier exhibitors have a 10-foot station and may bring up to six representatives. Internet access and displays are also available at a discounted rate.

## **How Does The Event Work?**

A complete upscale "walking" dinner buffet, including open bars, is provided for the press and analysts, who arrive and visit the exhibitors at their convenience. Exhibitors arrive about two hours prior to the event to set up and grab a bite to eat.

## **Who Handles The Publicity?**

Pepcom handles all the promotion, invitations, and RSVPs for the event. We draw from our own media databases, as well as press services and tradeshow lists. We also assemble an event press kit on USB, which is given to each journalist and analyst who attends.

## **What Types Of Media Attend This Event?**

Between 300 and 400 journalists and analysts attend the Holiday Spectacular! event in NYC. A few of the media outlets that attended recent events include ABC, AP, BusinessWeek, CNN, Consumer Reports, Engadget, Fortune, L.A. Times, Maxim, NBC, New York Times, Newsweek, PC Mag, PC World, Popular Photography, Popular Science, Rolling Stone, Time, U.S. News, USA Today, and the Wall Street Journal. After the event, each participating company receives a list of attendees and their contact information.

## **Can I Request A Special Location At The Event?**

We do our best to honor requests to be placed in general areas of the venue, or to be located near (or far from) other participants.

## **How Long Will Spots Be Available At This Event?**

Holiday Spectacular! sells out every year, so we encourage you to book your spot early!

## **What Does It Cost?**

The cost is \$8,500 for Standard exhibitors, or \$11,000 for Premier exhibitors.

## **How Do I Sign Up To Participate?**

Becoming an exhibitor at Holiday Spectacular! is easy. Simply contact Jen Ferency at 561.278.5094 ([jen@pepcom.com](mailto:jen@pepcom.com)) or Jon Pepper at 212.355.6326 ([jon@pepcom.com](mailto:jon@pepcom.com)) for an exhibitor agreement form, then fax or email the signed agreement to us at 561.278.5603. Once you're signed up for Holiday Spectacular!, our event staff will contact you regarding all of the logistical details.