

## **What Is Digital Experience?**

Digital Experience! is Pepcom's big consumer electronics showcase at CES®, a media event that displays the latest in smartphones, apps, tablets, televisions, smart home gear, computers, audio, GPS, videogames, toys, gadgets, and many other technologies.

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

Digital Experience! will be held from 7:00 to 10:30 pm on Wednesday, Jan. 4, 2017, the evening before the CES® show opens. The event takes place at the Mirage hotel on the Las Vegas Strip. This time and location make it easy for press to attend.

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

Digital Experience! 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, Digital Experience! 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?**

Digital Experience! hosts a wide variety of companies. Participants in recent Pepcom events include 3M, AMD, American Express, Asus, Barnes & Noble, Belkin, Brookstone, Canon, Casio, Chevrolet, Cisco, Dell, DeLorme, Disney, Duracell, eBay, Energizer, Epson, Ford, Garmin, Gogo, Google, HP, HTC, Huawei, Hyundai, Intel, Intuit, Kensington, Kingston, Kodak, Kyocera, Lenovo, LG, Logitech, Magellan, MetroPCS, Microsoft, Mitsubishi, Motorola, MobiTV, Netflix, Nike, Nokia, Panasonic, Philips, Qualcomm, RIM, Samsung, Seagate, SiriusXM, Sony, Sprint, T-Mobile, TeleNav, Toshiba, Visa, VTech, Western Digital, Yahoo! and many more.

## **Are There Different Exhibiting Levels At Digital Experience?**

Yes, we have two exhibiting levels at Digital Experience!: 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?**

More than 1,400 journalists and analysts attended the most recent Digital Experience! event at CES®. A few of the media outlets that attended recent events include ABC, AP, BusinessWeek, CNBC, CNET, Consumer Reports, Engadget, Forbes, Fortune, Fox, Gizmodo, Huffington Post, L.A. Times, Mashable, NBC, New York Times, Newsweek, PC Mag, PC World, Popular Photography, Popular Science, Re/Code, Rolling Stone, Slate, TechCrunch, The Verge, Time, Tom's Guide, U.S. News, USA Today, Wall Street Journal and Wired. 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?**

Digital Experience! sells out every year – often before December – so we encourage you to book your spot early!

## **What Does It Cost?**

The cost is \$9,000 for Standard exhibitors, or \$12,000 for Premier exhibitors.

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

Becoming an exhibitor at Digital Experience! 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 the signed agreement to us at 561.278.5603. Once you're signed up for Digital Experience!, our event staff will contact you regarding all of the logistical details.