

## **What Is MobileFocus?**

MobileFocus is Pepcom's annual demo event showcasing the latest in mobile and wireless innovations, including smartphones, laptops, tablets, apps, Wi-Fi and Bluetooth products, and a wide array of other portable gadgets and wireless services.

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

MobileFocus will be held from 6:00 to 9:00 pm on Wednesday, May 13th. The event takes place at the Metreon CityView event space in downtown San Francisco. This time and location make it easy for press to attend.

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

MobileFocus 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 most influential press are invited.

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

No, MobileFocus 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?**

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

## **Are There Different Exhibiting Levels at MobileFocus?**

Yes, we have 3 exhibiting levels at MobileFocus: Basic, Standard and Premier. Basic exhibitors receive a four-foot demo station with linen, signage and power, and may bring up to two company or PR agency representatives. Standard exhibitors receive a six-foot demo station with linen, signage and power, and may bring up to four 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?**

About 200 journalists and analysts typically attend Pepcom events in San Francisco. A few of the media outlets that attended recent events include ABC, AP, Bloomberg, CNBC, CNET, Consumer Reports, Discovery, Engadget, Forbes, Fortune, Fox, Gizmodo, Laptop, L.A. Times, Mashable, Maxim, NBC, New York Times, PC Mag, PC World, Popular Science, RCR Wireless, Rolling Stone, TechCrunch, Time, U.S. News, USA Today, The Verge, 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?**

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

## **What Does It Cost?**

The cost is \$5,500 for Basic exhibitors, \$8,500 for Standard exhibitors, or \$11,000 for Premier exhibitors.

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

Becoming an exhibitor at MobileFocus 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 MobileFocus, our event staff will contact you regarding all of the details.