

What Is DigitalFocus?

DigitalFocus is Pepcom's annual Spring Showcase, displaying the very latest in smartphones, apps, tablets, televisions, appliances, smart home gear, security, computers, audio, GPS, Bluetooth devices, videogames, toys, gadgets, and consumer electronics.

When And Where Is It?

DigitalFocus will be held from 6:00 to 9:00 pm on Thursday, April 6, 2017. The event takes place at the Metropolitan Pavilion in downtown New York City. This time and location make it easy for press to attend after work.

Are You Affiliated With Any Tradeshow?

DigitalFocus 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, DigitalFocus 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?

DigitalFocus hosts a wide variety of companies. Participants in recent Pepcom events include AMD, American Express, ArcSoft, Asus, Barnes & Noble, Belkin, Binatone, Brookstone, Canon, Casio, Chevrolet, Dell, eBay, Epson, Ford, Garmin, Gogo, Harman, HP, HTC, Huawei, Hyundai, Keurig, Kingston, Kyocera, Lenovo, LG, Logitech, Microsoft, Nest, Nokia, Parrot, Philips, Plantronics, Ring, Samsung, SanDisk, Seagate, Speck, Sprint, T-Mobile, Triplt, Toshiba, Visa, Uber, VTech, WD, Whirlpool and many more.

Are There Different Exhibiting Levels At DigitalFocus?

Yes, we have three exhibiting levels at DigitalFocus: Basic, Standard and Premier. Basic exhibitors may bring two company or agency representatives, and they receive a four-foot demo station with linen, signage and power. Standard exhibitors receive a six-foot demo station with the same amenities, and may bring up to four representatives. Premier exhibitors have a 10-foot demo 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 200 and 300 journalists and analysts typically attend each Pepcom event in New York. 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?

Yes! We can usually 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?

DigitalFocus is a more intimate event with fewer exhibitor spots than most Pepcom events, so it's best 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 DigitalFocus is easy. Simply contact Jen Ferency at 561.278.5094 (jen@pepcom.com) or Jon Pepper at 212.355.6326 (jon@pepcom.com) for an exhibitor agreement form, then email the signed agreement to us. Once you're signed up for DigitalFocus, our event staff will contact you regarding all of the logistical details.