

digitalFOCUS[®]

MARCH 7 ~ LAS VEGAS

OUR
10TH
YEAR!



WHAT IS DIGITALFOCUS?

DigitalFocus is the country's largest and best-attended media event dedicated to showcasing the very latest innovations in digital imaging, including the latest in digital cameras, digital video, printing, scanning, photo sharing, memory cards, online services, in-store technologies, and much more. Each year, the industry's top press and analysts make DigitalFocus the must-see kickoff event to the tradeshow experience. Produced by Pepcom, the proven leader in technology showcases, DigitalFocus always draws the world's biggest companies and most influential media. And you can be there too! But spots at this event are very limited, and the event sells out weeks in advance, so reserve your place now and be sure to join us for DigitalFocus.



WHEN AND WHERE IS IT?

DigitalFocus will be held on Wednesday, March 7th, the evening before the PMA tradeshow opens in Las Vegas. The event takes place at the Treasure Island hotel from 7:00 to 10:00 p.m. This time and location make it easy for the maximum number of press to attend.

ARE YOU AFFILIATED WITH THE TRADESHOW?

No, we're not. DigitalFocus is an independent media event that's produced by and a registered trademark of Pepcom Inc. The PMA tradeshow is produced by and a registered trademark of the Photo Marketing Association International.

DO WE HAVE TO BE AN EXHIBITOR AT THE TRADESHOW TO PARTICIPATE?

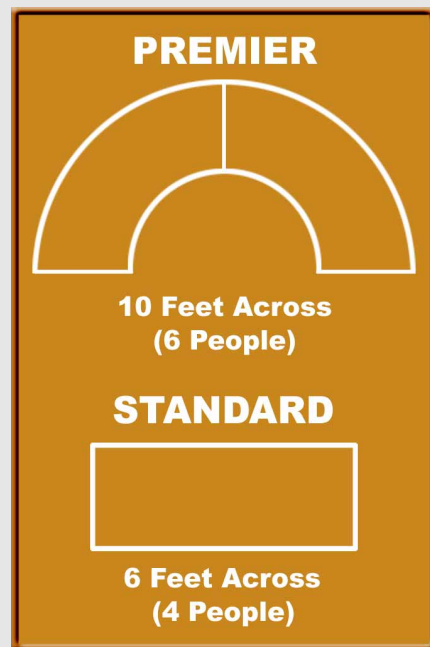
No, you don't. DigitalFocus provides an equal opportunity to reach the top journalists and analysts, whether your company is on the show floor or not.

WHAT KINDS OF COMPANIES PARTICIPATE IN THIS EVENT?

DigitalFocus will once again host a wide range of photo, consumer electronics and computer companies. Participants in recent events include Adobe, ArcSoft, Brother, Canon, Casio, Corel, Dell, eBay, Energizer, Epson, Fujifilm, Gateway, HP, Intel, IBM, Imation, Kodak, Konica Minolta, Lexar Media, Lexmark, LG, Maxell, Microsoft, Microtek, Mitsubishi, Motorola, Netflix, Nextel, Nikon, Nokia, Olympus, Palm, Panasonic, Pinnacle, Pioneer, Planar, Ricoh, RIM, Samsung, SanDisk, Sanyo, Shutterfly, Snapfish, Sony Electronics, Sony Ericsson, Sprint, Thomson, Toshiba, ViewSonic, Xerox, XM Radio, and many more.

ARE THERE DIFFERENT LEVELS OF SPONSORSHIP?

Yes, there are. We now have two sponsorship levels at our events: Standard and Premier. Standard sponsors receive a six-foot demo station, which comes with linen, signage, power, and (if ordered) high-speed Internet access and flat-screen television or computer displays. Standard sponsors can bring a maximum of four company and/or pr agency representatives to the event. Premier sponsors receive a 10-foot semicircular station, along with the same amenities as our Standard sponsors. In addition, Premier sponsors may bring a total of six company and/or agency representatives to the event.



HOW DOES THE EVENT WORK?

A complete upscale “walking” dinner buffet, including premium open bars, is provided for the press and analysts who attend. Press and analysts arrive and visit the sponsors at their convenience, working their way around the room. Sponsors arrive about two hours prior to the event to set up and grab a bite to eat.

WHO HANDLES THE PUBLICITY?

Pepcom and its media relations staff handle all the promotion, invitations, and RSVPs for the event. We invite top-tier press and analysts, drawing from our own media databases as well as the show’s pre-registered press list. We also assemble an event press kit on CD, which is given to each journalist and analyst that attends.

WHAT TYPES OF MEDIA ATTEND THIS EVENT?

More than 200 highly targeted media attended the DigitalFocus event preceding the most recent PMA show. We personally screen every journalist and analyst that we invite. A few of the media outlets that attended recent events include ABC, AP, BusinessWeek, Cargo, CNN, Consumer Reports, FHM, Fortune, L.A. Times, Maxim, NBC, New York Times, Newsweek, PC Mag, PC World, Popular Photography, Popular Science, Rolling Stone, Shutterbug, Stuff, Time, U.S. News, USA Today, and the Wall Street Journal. After the event, every sponsor receives a list of all attendees with their contact information.



CAN I REQUEST A SPECIAL LOCATION AT THE EVENT?

We arrange table locations at our events to ensure an appealing mix of products and companies, as well as to separate direct competitors. But we also do our best to honor requests to be placed in general areas of the venue, or to be located near (or far from) other event participants.

HOW LONG WILL SPOTS BE AVAILABLE AT THIS EVENT?

DigitalFocus has sold out each of the last 9 years, with last year’s event selling out weeks in advance. So we encourage you to book your spot early!

HOW DO I SIGN UP TO PARTICIPATE?

Becoming a sponsor at DigitalFocus is easy. There is a sponsor agreement form on the last page of this info packet. To reserve a spot, you simply choose a sponsorship level, sign the form, and fax the agreement to us at 561.278.5603. Once you’re signed up for DigitalFocus, our events staff will contact you regarding all of the details.

WHAT DOES IT COST?

The cost for either Standard or Premier sponsorship is a single reasonable fee. Just sign up and let us bring the press to you! For more information on how you can join us, please contact Jen Ferency at 561.278.5094 (jen@pepcom.com).





PEPCOM
UPCOMING EVENTS

Digital Experience!

Jan. 7, 2007 in Las Vegas

DigitalFocus

March 7, 2007 in Las Vegas

MobileFocus at CTIA Wireless

March 26, 2007 in Orlando

eFocus

May 2007 in Los Angeles

Digital Experience!

June 27, 2007 in New York

Holiday Spectacular!

Sept. 19, 2007 in New York

MobileFocus at CTIA Wireless

Oct. 23, 2007 in San Francisco

DigitalFocus

Nov. 2007 in New York

For more information

Jen Ferency (561-278-5094) or Jon Pepper (212-355-6326)

jen@pepcom.com or jon@pepcom.com