

★ digital! ★
experience

January 7, 2007 ★ 7-10pm ★ Caesars Palace



PEPCOM®

WHAT IS DIGITAL EXPERIENCE?

Digital Experience! is the country's largest and best-attended media event dedicated to showcasing the very latest innovations in consumer electronics, including flat-screen and high-definition television, satellite radio, DVD recorders, digital audio, MP3 players, digital cameras, cellphones, PDAs, computers, and much more. Each year, hundreds of press and analysts make Digital Experience! the must-see kickoff event to their tradeshow experience. Produced by Pepcom, the proven leader in technology showcases, Digital Experience! draws the world's biggest companies and most influential media. You can be there too! But spots at this event are limited (and sold out early last year), so reserve your place now to join us for Digital Experience!



WHEN AND WHERE IS IT?

Digital Experience! will be held on Sunday, Jan. 7th, the evening before the CES tradeshow opens. The event takes place at Caesars Palace 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. Digital Experience! is an independent media event that is produced by and a registered trademark of Pepcom Inc. The International CES tradeshow is produced by and a registered trademark of the Consumer Electronics Association.

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

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

WHAT KINDS OF COMPANIES PARTICIPATE IN THIS EVENT?

Digital Experience! will once again be host to a wide range of consumer electronics and computer companies. Participants in recent events include AMD, Adobe, Brother, Canon, Casio, Dell, eBay, Energizer, Epson, Fujifilm, Gateway, HP, Intel, IBM, Imation, Kodak, Konica Minolta, Lexmark, LG, Maxell, Microsoft, Microtek, Mitsubishi, Motorola, Netflix, Nextel, Nikon, Nokia, Olympus, Palm, Panasonic, Pinnacle, Pioneer, Planar, Ricoh, RIM, Rio, Samsung, Sanyo, Sirius, Sony Electronics, Sony Ericsson, Sprint, 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 750 media attended the Digital Experience! event preceding the most recent CES show. We personally contact and 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?

Digital Experience! has sold out each of the last 4 years, with last year’s event filled by mid-November. So we encourage you to book your spot early!

HOW DO I SIGN UP TO PARTICIPATE?

Becoming a sponsor at Digital Experience! 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 Digital Experience!, 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. Sign up and let us bring the press to you! For more information on how you can join us, please contact Jon Pepper at 212.355.6326 (jon@pepcom.com) or Jen Ferency at 561.278.5094 (jen@pepcom.com).





PEPCOM
UPCOMING EVENTS

MobileFocus

Sept. 12, 2006 in Los Angeles

Holiday Spectacular!

Sept. 20, 2006 in New York

DigitalFocus

Oct. 11, 2006 in New York

Digital Experience!

Jan. 7, 2007 in Las Vegas

DigitalFocus

March 7, 2007 in Las Vegas

MobileFocus

March 26, 2007 in Orlando

eFocus

May 15, 2007 in Los Angeles

Digital Experience!

June 2007 in New York

For more information

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

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