

**JUN
18th**

2020



WELL NOW!

NYC

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by Pepcom



What is Well Now!?



Well Now!® is Pepcom's media event that showcases the latest in health, fitness and nutrition. Like Pepcom's other showcases, it's a demo event, giving wellness-focused reporters and key influencers a hands-on look at your new products.



When and where is it?

Well Now! will be held from 5:30 to 8:30 pm on Thursday, June 18, 2020 at the Metropolitan Pavilion in New York City, a convenient location for the Big Apple's attending media.

Editors
Reporters
Producers
Analysts
Influencers
Bloggers



Why should I be there?

Well Now! is simply the most cost-effective and time-efficient way to meet with hundreds of the nation's most influential reporters and influencers. And because you're face to face with these key publicity drivers, you can build trust and relationships too.



What kinds of companies participate in this event?

We host a wide variety of companies at Pepcom events. Participants in recent showcases include Bowflex, SlimFast, Tempur-Pedic, Garmin, Atkins, Planet Oat, FreshPet, Dymatize, Inspire Fitness, Sound of Sleep, Harmless Harvest, Jabra, Balanced Body, Miracle-Gro, True Lemon, Lumen, Amazon, Apira Science, Standard, Bai, Black & Decker, Body Glide, Kohler, Eargo,, Fitbit, Fitletic, Google, Invitae, iHealth, iFit, Intel, Jamba Juice, Youtheory, and many more.



Are there different exhibiting levels at Well Now!?

We offer four exhibiting levels at Well Now!:

••• Solo \$3,000.

This level receives a four-foot demo station with linen, signage and power, and may bring a total of one company or PR agency representative.

••• Basic \$5,000.

This level receives a six-foot demo station with linen, signage and power, and may bring a total of two company or PR agency representatives.

••• Standard \$8,000.

This level receives a six-foot demo station with linen, signage and power, and may bring a total of four company or PR agency representatives.

••• Premier \$10,000.

This level receives a ten-foot demo station with linen, signage and power, and may bring a total of six company or PR agency representatives.



We also assemble an event press kit online, which is made available to all media, attending or not.

How does the event work?



A complete upscale buffet, including open bars, is provided for the press, 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.

What types of media attend this event?



Hundreds of media attend Pepcom events, which are now in their 22nd year.

A few of the media outlets that attended recent events include ABC, CNBC, CNET, CNN, Consumer Reports, Elle, Engadget, Family Circle, Forbes, Fox, Good Housekeeping, Gizmodo, Health, HuffPost, MSNBC, NBC, N.Y. Times, O, People, Popular Science, Prevention, Redbook, Rolling Stone, Self, Seventeen, Shape, Slate, Time, Tom's Guide, USA Today, Vanity Fair, Vogue, Wall Street Journal, Woman's Day, and Women's Health. After the event, each exhibitor receives a list of attendees and their contact information.

How do I participate in Well Now!?



Becoming a Well Now! exhibitor is easy:

Contact Laura Hunt at 310.933.2854 (laura@pepcom.com) for an exhibitor agreement, then email the signed agreement to us. Once you're official, our events staff will contact you regarding all of the logistical details.