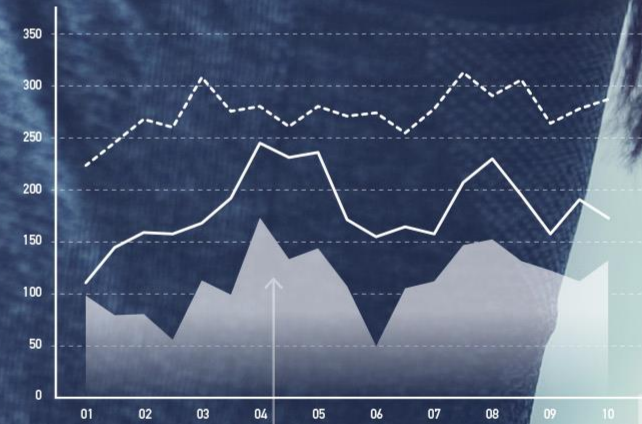




# WELL NOW!<sup>®</sup>

THE DIGITAL EDITION

APRIL 28, 2021



# What is **Well Now!** all about?

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

This year's event is being held digitally, debuting live on April 28, 2021.



## When is it?

Well Now! will make its live debut on Wednesday, April 28, 2021, from 1:00-5:00 pm ET (USA). The event content and contacts will remain online and available to the media for 30 days.

Editors  
Reporters  
Producers  
Analysts  
Influencers  
Bloggers



## Why should I participate?

Because Pepcom's Well Now! is simply the most cost-effective and time-efficient way to reach the world's most important reporters and influencers. It's also the best way to rise above the crowd as so many new products are introduced. And when it comes to events, no one has more credibility with the media and the big brands than Pepcom.



# What kinds of companies participate?

We host a wide variety of companies at Pepcom events. Participants in recent Well Now! showcases include Bowflex, SlimFast, 3M, Moen, Tempur-Pedic, Toto, Garmin, Atkins, Planet Oat, Kohler, 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, Hatch, Neuvana, Eargo, Fitbit, Fitletic, Google, Invitae, iHealth, iFit, Intel, Jamba Juice, Youtheory, and many more.



# Are there different exhibiting levels?

*We offer four exhibiting levels at Well Now!:*

## Basic \$2,000.

Basic level offers one product video, a Live Q&A session (via Zoom), media kit, PR bizcards, Fast-Mail outreach, social media and website links, and a lower-tier placement in the brands showcase.

## Standard \$3,500.

Standard level offers two product videos, a Live Q&A session, media kit, PR bizcards, Fast-Mail outreach, social media and website links, and a mid-tier placement in the brands showcase.

## Premier \$5,000.

Premier level offers three product videos, a Live Q&A session, media kit, PR bizcards, Fast-Mail outreach, social media and website links, and a higher-tier placement in the brands showcase.

## Presenting \$10,000.

Presenting level offers four product videos, a Live Q&A session, media kit, PR bizcards, Fast-Mail outreach, social media and website links, and a top-tier placement in the brands showcase.



# How does the digital edition work?



We invite the media and influencers, who have exclusive access to the event. They log in on April 28<sup>th</sup> and visit the exhibitors, with companies and products highlighted in our Brands Showcase. Once at the exhibitor booth, media can watch new product videos, download media kits, grab PR business cards, send rapid-response Fast Mails, and engage the exhibitor face-to-face in a Live Q&A Zoom session. After the live event, the content and contacts stay online for 30 days.

## What types of media participate?



Hundreds of consumer, lifestyle, business and tech media participate in Pepcom events, which are now in their 24th year.

A few of the bigger media outlets that attended recent events include ABC, AP, Bloomberg, CBS, CNN, Consumer Reports, Cosmopolitan, Dr. Oz, Elle, Engadget, Forbes, Fox, Gizmodo, L.A. Times, Mashable, Men's Health, NBC, New York Times, Oprah Magazine, PC Magazine, Popular Science, Prevention, Reviewed, Self, Seventeen, Shape, TechCrunch, The Verge, Time, Tom's Guide, USA Today, Wall Street Journal, Washington Post, Woman's Day, Women's Health, Wired, Yoga Journal, and many more. After the event, each exhibitor receives a complete media list with contact information.

# What do participants think of the digital editions of our events?

Read for yourself! This is just a small sampling of feedback we received:

“

I like how @PepcomEvents is handling #CES2021... you actually get to talk to the companies about their products! Congrats...

Jefferson Graham  
Tech Journalist

“

We have received great responses from the attendees. The event was indeed a success!

Juliet Brooks  
Neuvana LLC

“

Discovery was very hard in the main CES platform. @PepcomEvents did it the best...

Josh Smith  
Newsweek

“

The event was very successful for us and we appreciate the opportunity!

Laurie Rogers  
Kyocera

“

Bowflex was super happy with the quality of the media and steady flow of Zoom meetings. Your team was amazing...

Carey Kerns  
The Hoffman Agency

“

I was able to get some good stories today – Thanks!!  
...I was able to get more stories out of this event than I have in previous virtual tech events so that's a BIG PLUS.. Glad you guys are back!

- Andrew Ehinger, NEWS 12

“

I have to hand it to you... Pepcom has the best platform for virtual trade shows!!! Everyone should follow your lead.

Steve Greenberg  
Innovation Insider

“

Mad props to @PepcomEvents for making an incredibly easy to navigate virtual event...

Shannon Morse  
Morse Code Network

“

I clicked through all of the vendors... great interface, easy to use.

Andrew Johnson  
Gartner Research

“

It was excellent, I stayed the whole 4 hours.

- Allison Sheridan, NOSILLACAST

## How do I participate?



Becoming a Well Now! exhibitor is easy:

Simply contact [Laura Hunt](#) at 310.933.2854 ([laura@pepcom.com](mailto:laura@pepcom.com)) for an exhibitor agreement, then email back the signed agreement to us.

And you're in! Once you're official, our event staff will contact you regarding all of the logistical details.