



mobilefocus[®] *global*

FEB
24th

2020

Barcelona

Brought to you
by Pepcom

In the very near
As technologies
open up the door

VR will be highly
the real world with
places come alive

#takepart: Take a

What is MobileFocus Global?

MobileFocus Global is Pepcom's annual media event held on the first evening of the Mobile World Congress® trade show. Like all Pepcom showcases, it's a demo event, giving hundreds of international media a look at your products.



When and where is it?

MobileFocus Global will be held from 7:00 to 10:00 pm on Monday, Feb. 24, 2020, at the beautiful five-star Fairmont Rey Juan Carlos I hotel in Barcelona, Spain.

Editors
Reporters
Producers
Analysts
Influencers
Bloggers



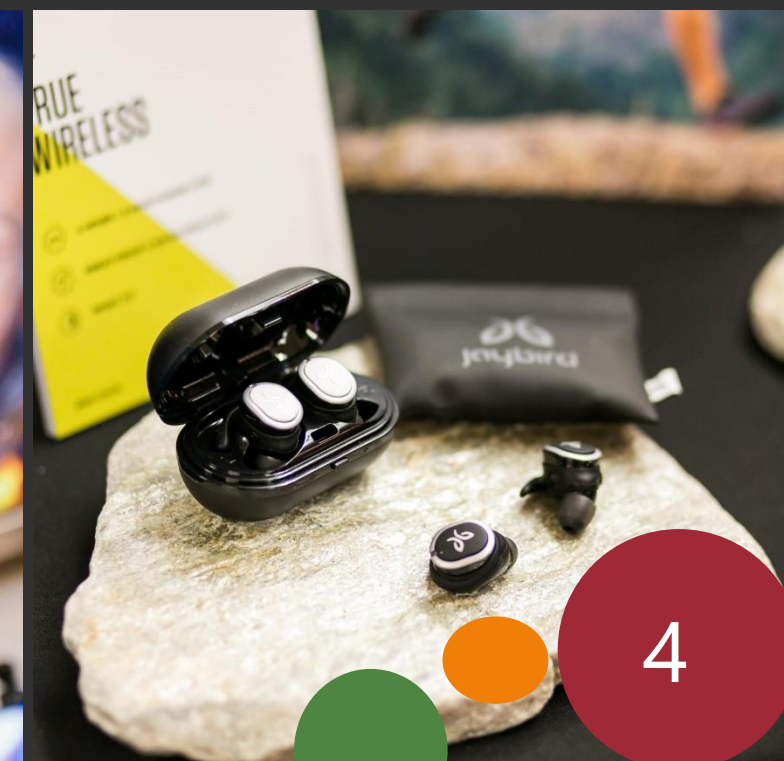
Why should I be there?

Because MobileFocus Global is the most cost-effective and time-efficient way to meet with hundreds of the world's most influential reporters, editors, writers and analysts — face to face. About 400+ media from 40+ countries attended this event in 2019!



What kinds of companies participate in this event?

We host a wide variety of companies at Pepcom events. Participants in recent showcases include 3M, ADT, Amazon, Acer, American Standard, Baidu, Belkin, Black & Decker, Brinks, Canon, Carrier, Citrix, Cisco, Corning, Dell, Delta, Dewalt, Disney, Energizer, Epson, Fisher-Price, Ford, Garmin, GE, Gogo, Google, HP, HTC, Huawei, Hunter, Hyundai, iHealth, Intel, Intuit, Kenmore, Kingston, Kohler, Lego, Lenovo, LG, Logitech, MetroPCS, Microsoft, Netflix, Nike, Nikon, Nokia, Plantronics, Philips, Qualcomm, Ring, Samsung, SiriusXM, Speck, Sprint, Symantec, T-Mobile, TomTom, Toshiba, Uber, Verizon, Visa, Western Digital, Whirlpool, Xfinity, Yale Locks and many more.



Are there different exhibiting levels at MobileFocus Global?

We offer four exhibiting levels at MobileFocus Global:

••• Solo \$3,000.

This level receives a four-foot (1.2 m) demo station with linen, signage and power, and may bring a total of one company or PR agency representative.

••• Basic \$5,000.

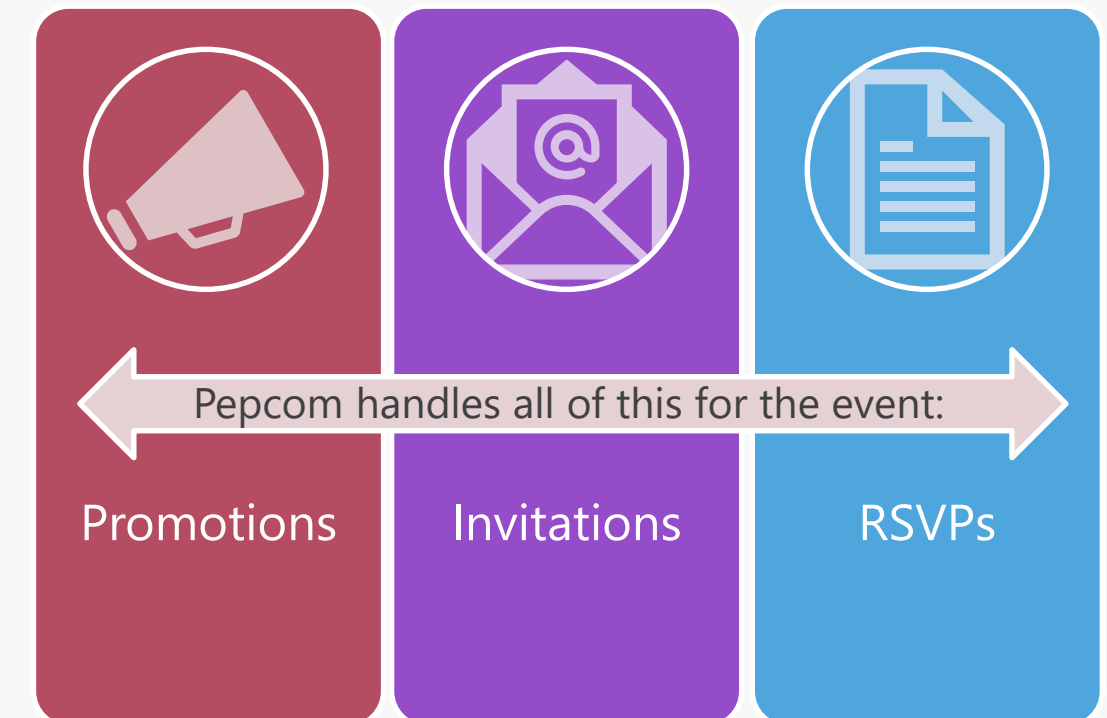
This level receives a six-foot (1.8 m) demo station with linen, signage and power, and may bring a total of two company or PR agency representatives.

••• Standard \$8,000.

This level receives a six-foot (1.8 m) demo station with linen, signage and power, and may bring a total of four company or PR agency representatives.

••• Premier \$11,000.

This level receives a ten-foot demo (3 m) 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 “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.

What types of media attend this event?



Hundreds of media attend Pepcom events, which are now in their 21st year.

A few of the bigger media outlets that attended recent events include ABC, AP, BBC, CNBC, CNET, Consumer Reports, Engadget, Forbes, Fox, Gizmodo, HuffPost, Mashable, NBC, N.Y. Times, PC Mag, PC World, Popular Science, Re/Code, Rolling Stone, Slate, TechCrunch, The Verge, Time, Tom's Guide, USA Today, Wall Street Journal and Wired. After the event, each exhibitor receives a list of attendees and their contact information.



How do I participate in MobileFocus Global?



Becoming a MobileFocus Global exhibitor is easy:

Simply contact **Jennifer Jones** at 561.278.5094 (jennifer@pepcom.com) or **Laura Hunt** at 310.933.2854 (laura@pepcom.com) for an exhibitor agreement, then email back the signed agreement to us. And you're in! Once you're official, our events staff will contact you regarding all of the logistical details.