

NYC



# Home Now!®

*Our Spotlight Showcase  
at Holiday Spectacular!*

Oct  
1st

2020

Brought to you  
by Pepcom



# What is Home Now!?

Home Now!® is Pepcom's media event that showcases the latest in new products for the home, from décor to bedding and appliances, home security and everything in between! Like Pepcom's other showcases, it's a demo event, giving the media and key influencers a hands-on look at your new products.



## When and where is it?

Home Now! will be held from 5:30 to 8:30 pm on Thursday, October 1, 2020. The event will be co-located with our annual Holiday Spectacular! showcase in NYC, at the Metropolitan Pavilion in downtown Manhattan, a convenient spot for press.

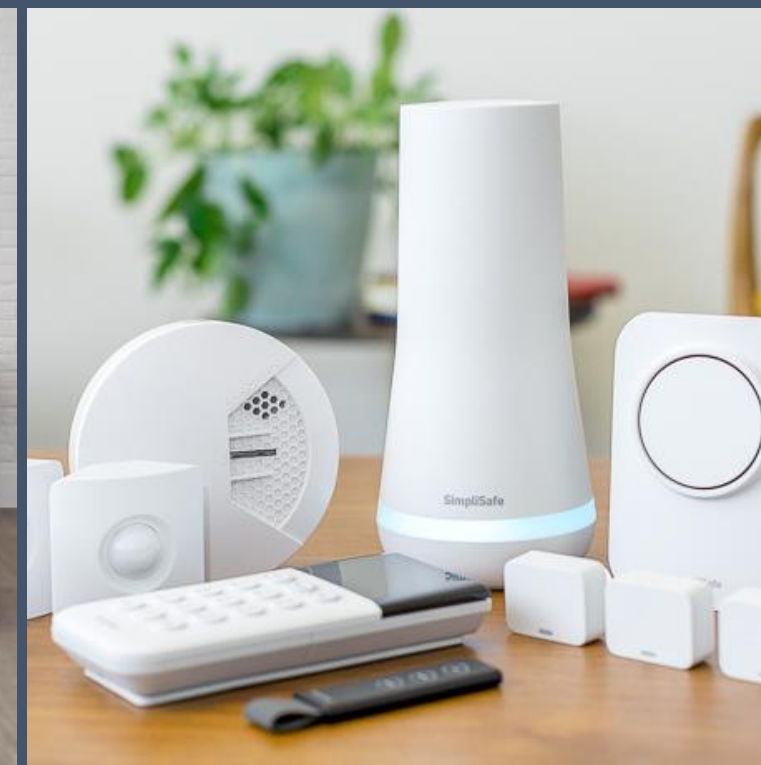
Editors  
Reporters  
Producers  
Analysts  
Influencers  
Bloggers



# Why should I be there?

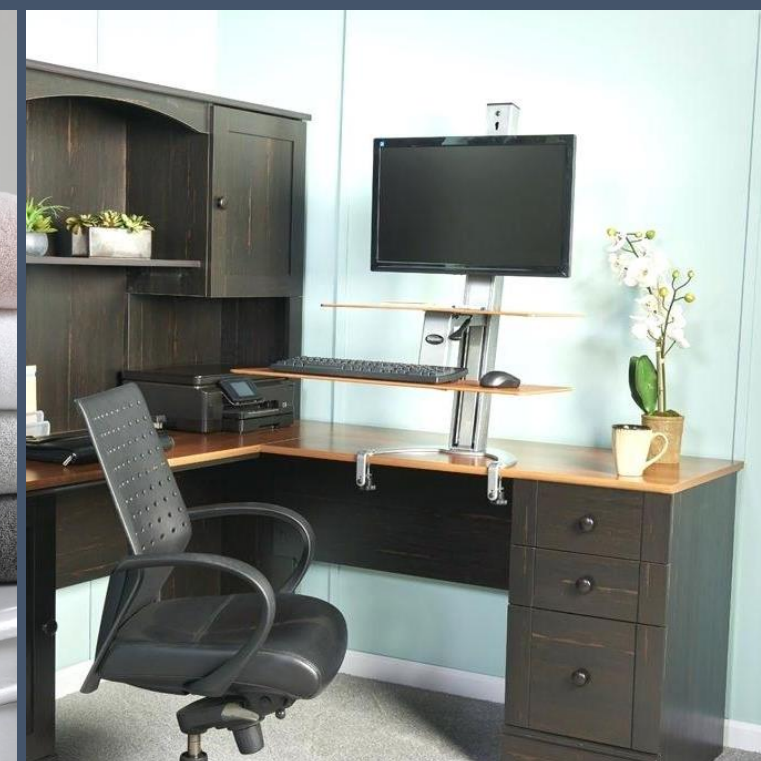
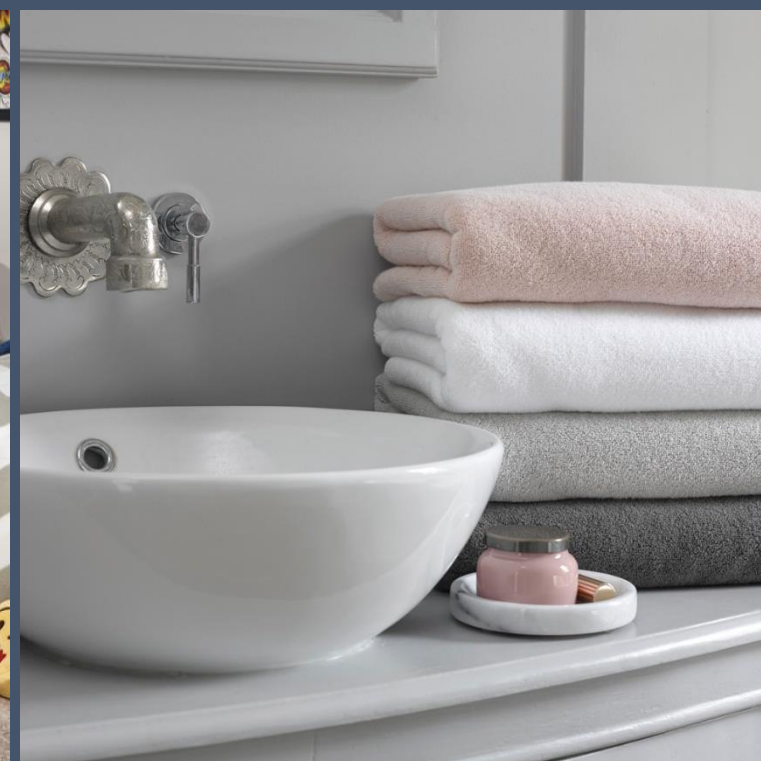
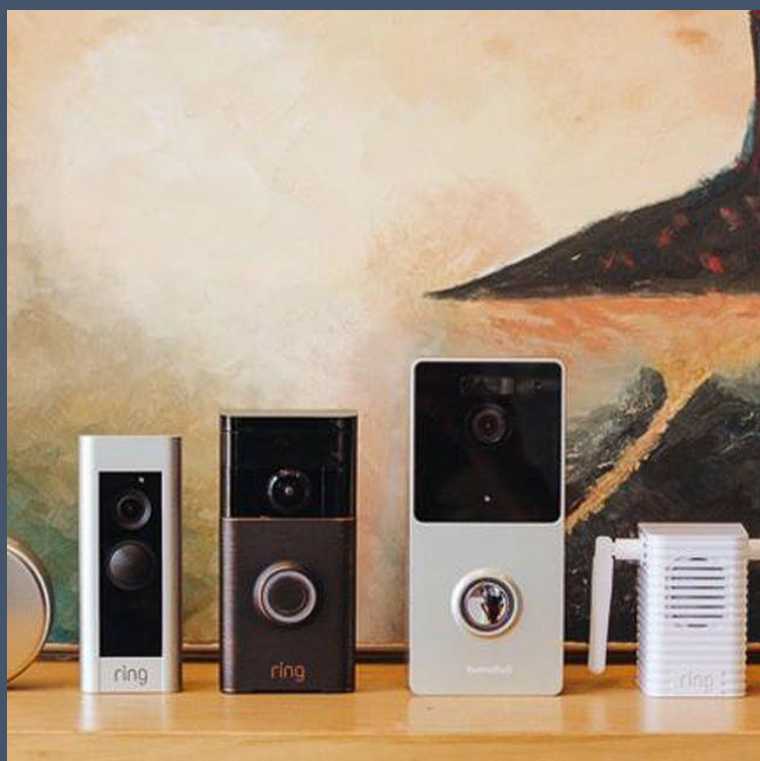
Home Now!® is simply the most cost-effective and time-efficient way to meet with hundreds of the nation's most influential reporters and influencers. And because you're face to face with these key publicity drivers, you can build trust and relationships too.





# What kinds of companies participate in this event?

We host a wide variety of companies at Pepcom events. Participants in recent showcases include: Aera, ADT, American Standard, Beautyrest, Belkin, Bissell, Bowflex, Coravin, Coway, Delta Faucet, DreamWave, Dyson, Elkay, GE Appliances, Human Touch, iRobot, June Life, Kenmore, Keurig, Kohler, Lenovo, Lowe's, Maytag, Moen, Newell Brands, NutriBullet, Omigo, Sears, simplehuman, Sleep Number, SodaStream, Tempur-Sealy, Verizon and Whirlpool.





# Are there different exhibiting levels at Home Now!?

*We offer four exhibiting levels at Home 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.



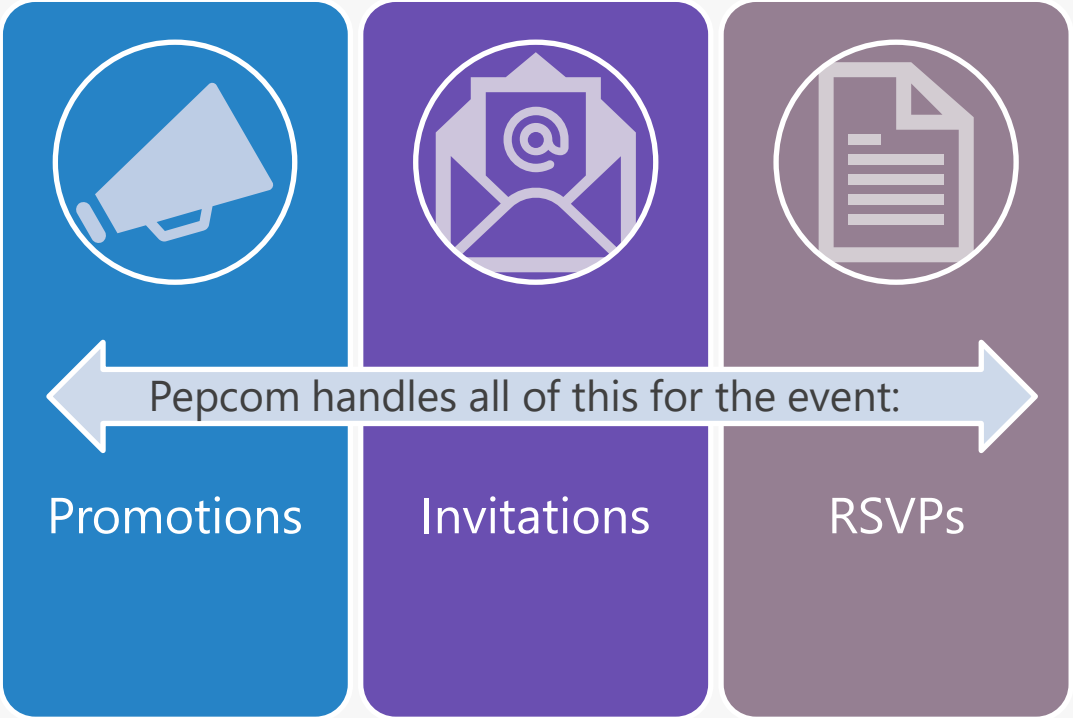
## Standard \$8,000.

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 "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 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 Home Now!?



Becoming a Home Now!® exhibitor is easy:

Contact Laura Hunt at 310.933.2854 ([laura@pepcom.com](mailto: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 the logistical details.