

JAN  
6TH

2020

digital!  
experience

@ CES 2020

Las  
Vegas

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by Pepcom

CES<sup>®</sup>

Consumer  
Technology  
Association

WELCOME  
TO Fabulous  
LAS VEGAS  
NEVADA

Panasonic

A Better Life, A Better World

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AUDIO

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# What is Digital Experience!?

Digital Experience! is Pepcom's largest media event, held every January on the evening before the CES<sup>®</sup> trade show opens. Like Pepcom's other showcases, it is a demo event, giving more than 1,000 media a look at your products.



## When and where is it?

Digital Experience! will be held from 7:00 to 10:30 pm on Monday, January 06, 2020, at the Mirage Hotel on the Las Vegas Strip, in the Mirage Events Center.

Editors  
Reporters  
Producers  
Analysts  
Influencers  
Bloggers



## Why should I be there?

Digital Experience! is simply the most cost-effective and time-efficient way to meet some of the tech world's most influential reporters, editors, writers and analysts — face to face. You also receive a complete media contact list following the event.





## 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 Digital Experience!?

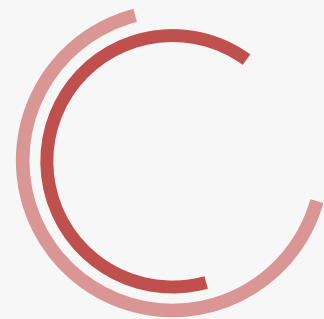


*We offer two exhibiting levels at Digital Experience! @ CES:*



## Standard \$9,000.

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 \$12,000.

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?

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

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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 Digital Experience?!

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## Becoming a Digital Experience! exhibitor is easy:

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Simply contact **Jennifer Jones** at 561.278.5094 ([jennifer@pepcom.com](mailto:jennifer@pepcom.com)) or **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 events staff will contact you regarding all of the logistical details.