

2020

October
1st

NYC

holiday!
spectacular

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What is **Holiday Spectacular!**?



Holiday Spectacular! East is the annual New York edition of Pepcom's popular holiday preview series, and is held every September. Like all Pepcom showcases, it's a demo event, giving the NYC media a hands-on look at your products.



When and where is it?

Holiday Spectacular! East will be held from 5:30 to 8:30 pm on Thursday, Oct. 1, 2020, at the Metropolitan Pavilion event space in downtown Manhattan, a convenient spot for press

Editors
Reporters
Producers
Analysts
Influencers
Bloggers



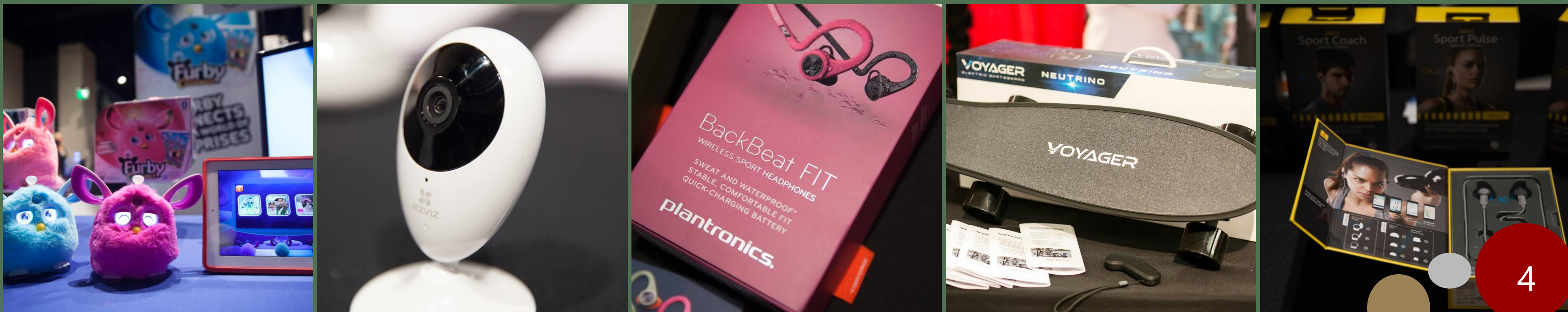
Why should I be there?

Because Holiday Spectacular! 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 **Holiday Spectacular!**?

We offer three exhibiting levels at Holiday Spectacular!:

Basic \$5,500.

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

Standard \$8,500.

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 \$11,000.

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 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 **Holiday Spectacular!?**



Becoming a Holiday Spectacular! 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.