

A woman with dark hair, wearing a red Santa hat with a white fur trim and a red jacket with white fur trim, is smiling and holding a silver laptop. The laptop screen is black and displays white text. The background is plain white.

# Holiday Spectacular!

Sept. 17, 2009 - New York

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## WHAT IS HOLIDAY SPECTACULAR?

Holiday Spectacular! is Pepcom's annual holiday preview media event, showcasing the consumer electronics and services that will be the hottest sellers of the season. That includes the latest in computers, cellphones, television, videogames, digital cameras, music players, GPS, and more. Each year, Holiday Spectacular! draws dozens of the world's biggest companies and hundreds of the most influential media, with nearly 400 press and analysts attending last year's holiday event. You can be there too! But spots at this event are limited (and sold out early last year), so reserve your place now to join us for Holiday Spectacular! in New York City.

## WHEN AND WHERE IS IT?

Holiday Spectacular! will be held on Thursday, Sept. 17th, from 6:00 to 9:00 pm. The event takes place at the Metropolitan Pavilion in the Chelsea district of Manhattan. This time and location make it easy for the maximum number of press to attend.

## ARE YOU AFFILIATED WITH ANY TRADESHOW?

No, we're not. Holiday Spectacular! is an independent media event that is produced by and a registered trademark of Pepcom Inc. No tradeshow required!

## ARE THERE SPEAKING OR PRESENTING OPPORTUNITIES?

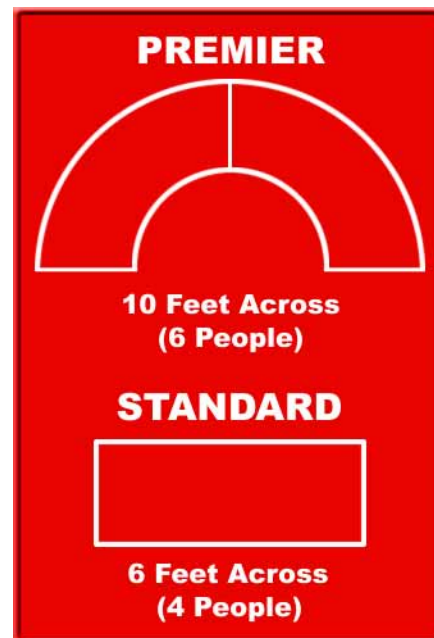
No, Holiday Spectacular! is strictly a demo event. Many journalists and analysts dislike sitting through speeches or presentations, but will happily entertain brief product demos. Pepcom events offer just that opportunity, which entices more and better media to attend.

## WHAT KINDS OF COMPANIES PARTICIPATE IN HOLIDAY SPECTACULAR?

Holiday Spectacular! will once again be host to a wide range of consumer electronics and computer companies. Participants in recent events include Alcatel-Lucent, AMD, Adobe, Brother, Canon, Casio, Dell, eBay, Energizer, Epson, Fujifilm, Garmin, Gateway, HP, Intel, IBM, Imation, Kingston, Kodak, Lenovo, Lexmark, LG, Magellan, Maxell, Microsoft, Microtek, Mitsubishi, Monster Cable, Motorola, Netflix, Nextel, Nikon, Nokia, Olympus, Palm, Panasonic, Pioneer, Qualcomm, Ricoh, RIM, Samsung, Samsung Mobile, Sanyo, Sony Electronics, Sony Ericsson, Sprint, T-Mobile, Toshiba, Yahoo! and many more.

## ARE THERE LEVELS OF SPONSORSHIP?

Yes, there are. We have two sponsorship levels at our events: Standard and Premier. Standard sponsors receive a six-foot demo station, which comes complete with linen, color logo signage, electrical power, and, if ordered, high-speed Internet access and flat-screen TV or PC displays. Standard sponsors may bring a total of four company and/or PR agency reps to the event. Premier sponsors receive a 10-foot semicircular station, with all of the same amenities as Standard sponsors, and may bring a total of six persons. Demo stations of both levels are placed throughout the venue.



## **HOW DOES THE EVENT WORK?**

A complete upscale “walking” dinner buffet, including premium open bars, is provided for the press and analysts who attend. Press and analysts arrive and visit the sponsors at their convenience, working their way around the room. Sponsors arrive about two hours prior to the event to set up and grab a bite to eat.

## **WHO HANDLES THE PUBLICITY?**

Pepcom and its experienced media relations staff handle all the promotion, invitations, emails, and RSVPs for the event. We invite a broad range of press and analysts, drawing from our own media databases, updated with the latest from our press services. We also assemble an event press kit on CD, which is given to each journalist and analyst that attends.

## **WHAT TYPES OF MEDIA ATTEND THIS EVENT?**

More than 350 media and analysts attended the most recent Holiday Spectacular! event in New York City. We personally contact and screen every journalist and analyst that we invite. A few of the media outlets that attended recent events include ABC, Associated Press, BusinessWeek, Cargo, CNN, Consumer Reports, FHM, Fortune, L.A. Times, Maxim, NBC, New York Times, Newsweek, PC Mag, PC World, Popular Photography, Popular Science, Rolling Stone, Shutterbug, Time, U.S. News, USA Today, and the Wall Street Journal. After the event, every sponsor receives a list of all attendees with their contact information.

## **CAN I REQUEST A SPECIAL LOCATION AT THE EVENT?**

We arrange table locations at our events to ensure an appealing mix of products and companies, as well as to separate direct competitors. But we also do our best to honor requests to be placed in general areas of the venue, or to be located near (or far from) other event participants.

## **HOW LONG WILL SPOTS BE AVAILABLE AT THIS EVENT?**

Holiday Spectacular! in New York has sold out each of the last six years, with last year’s event filled before summer’s end. So we encourage you to book your spot early!

## **HOW DO I SIGN UP TO PARTICIPATE?**

Becoming an exhibitor at Holiday Spectacular! is easy. Call or email us to receive a sponsor agreement form. Then, to reserve a spot, simply choose a sponsorship level, sign the form, and fax the agreement to us at 561.278.5603. Once you’re signed up for Holiday Spectacular!, our events staff will contact you regarding all of the logistical details.

## **WHAT DOES IT COST?**

The cost for Standard or Premier sponsorship is a single reasonable fee. Contact us for details. Sign up and let us bring the press to you! For more information on how you can join us, please contact Jon Pepper at 212.355.6326 ([jon@pepcom.com](mailto:jon@pepcom.com)) or Jen Ferency at 561.278.5094 ([jen@pepcom.com](mailto:jen@pepcom.com)).



PEPCOM<sup>®</sup>



**PEPCOM<sup>®</sup>**  
**UPCOMING EVENTS**

**Digital Experience!<sup>®</sup>**

June 24, 2009 in New York

**Holiday Spectacular!<sup>®</sup>**

Sept. 17, 2009 in New York

**MobileFocus<sup>®</sup>**

Oct. 7, 2009 in San Diego (at CTIA Fall)

**Wine, Dine & Demo!<sup>®</sup>**

Nov. 19, 2009 in New York

**Digital Experience!<sup>®</sup>**

Jan. 6, 2010 in Las Vegas (at CES)

**MobileFocus<sup>®</sup> Global**

Feb. 15, 2010 in Barcelona (at MWC)

**DigitalFocus<sup>®</sup>**

Feb. 20, 2010 in Anaheim (at PMA)

*For more information*

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