



HOME NOW![®]

JUNE 23, 2021
THE DIGITAL EDITION

PRODUCED BY
PEPCOM[®]

What is **Home Now!** all about?



Home Now! is Pepcom's new product showcase for home office, smart home, home security, home entertainment, kitchen & bath, healthy home, and more.

The event offers hundreds of focused media a look at your innovative products.

This showcase is being held digitally, debuting on June 23, 2021.



When is it?

Home Now! will make its “live” debut on Wednesday, June 23, 2021, from 1:00-5:00 pm Eastern Time.

The event content and contacts will remain online and available to the media for 30 days.

Editors
Reporters
Producers
Analysts
Influencers
Bloggers



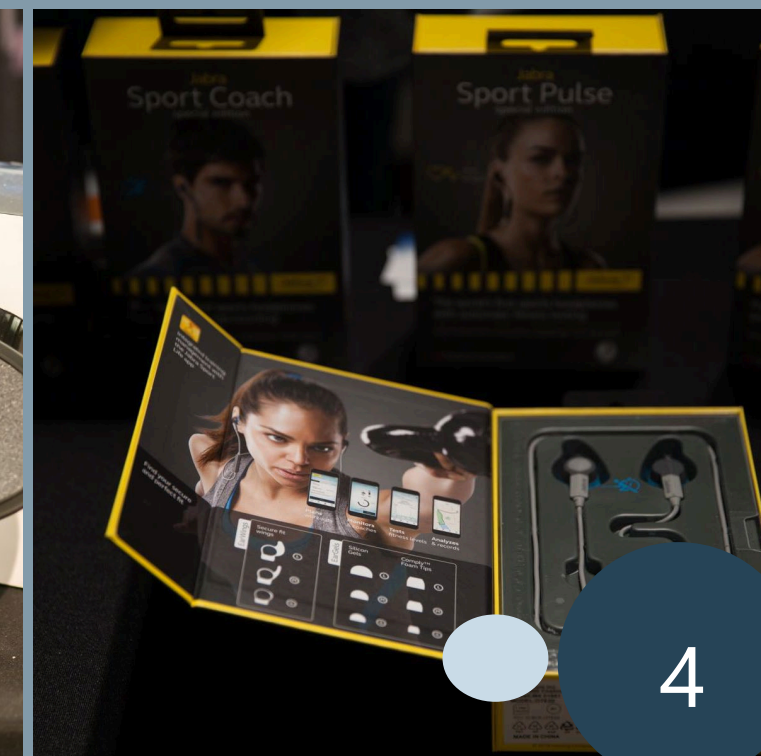
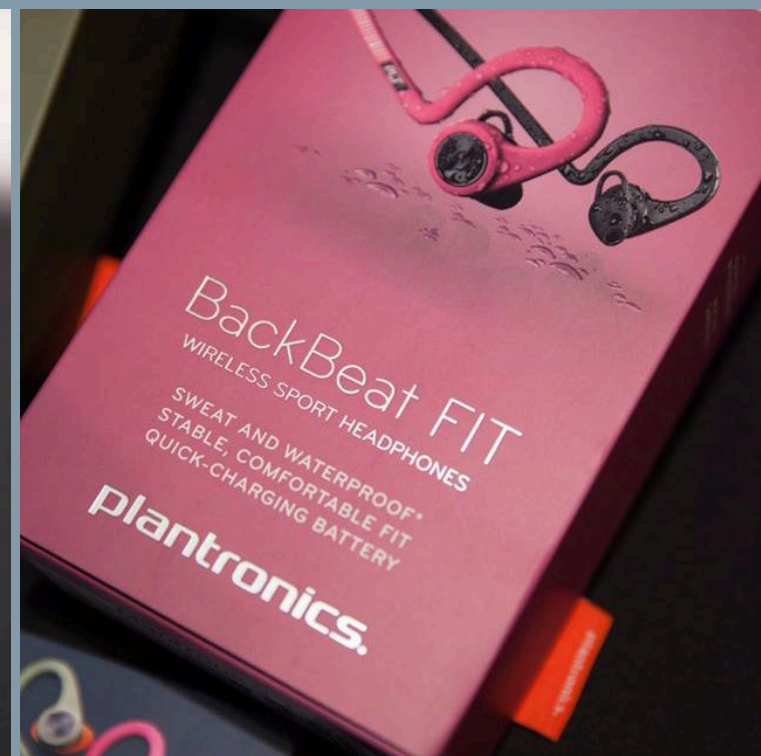
Why should I participate?

Because Pepcom's Home Now! is simply the most cost-effective and time-efficient way to reach the world's most important reporters and influencers. It's also the best way to rise above the crowd as so many new products are introduced. And when it comes to events, no one has more credibility with the media and the big brands than Pepcom.



What kinds of companies participate?

We host a wide variety of companies at Pepcom events. Participants in recent showcases include 3M, ADT, Alarm.com, Amazon, Anker, American Standard, Belkin, Black & Decker, Bowflex, Canon, Carrier, Citrix, Cisco, Corning, D-Link, Dell, Delta, Dewalt, Dolby, Energizer, Epson, Fisher-Price, Ford, Garmin, GE Lighting, Google, HP, Huawei, Hunter, Hyundai, iHealth, Intel, Intuit, Jabra, Kingston, Kohler, Kyocera, Lenovo, LG, Logitech, Microsoft, Moen, Netflix, Nike, Nikon, Plantronics, Philips, Qualcomm, Ring, Samsung, Shure, SiriusXM, Speck, Sprint, Symantec, T-Mobile, Toshiba, Toto, Uber, Verizon, ViewSonic, Western Digital, Whirlpool, Xfinity, Yale Locks and many more.



Are there different exhibiting levels?

We offer four exhibiting levels at Home Now!:

Basic \$2,000.

Basic level offers one product video, a Live Q&A session (via Zoom), media kit, PR bizcards, Fast-Mail outreach, social media and website links, and a lower-tier placement in the brands showcase.

Standard \$3,500.

Standard level offers two product videos, a Live Q&A session, media kit, PR bizcards, Fast-Mail outreach, social media and website links, and a mid-tier placement in the brands showcase.

Premier \$5,000.

Premier level offers three product videos, a Live Q&A session, media kit, PR bizcards, Fast-Mail outreach, social media and website links, and a higher-tier placement in the brands showcase.

Presenting \$10,000.

Presenting level offers four product videos, a Live Q&A session, media kit, PR bizcards, Fast-Mail outreach, social media and website links, and a top-tier placement in the brands showcase.



How does the digital edition work?



We invite the media and influencers, who have exclusive access to the event. They log in on June 23rd and visit the exhibitors, with companies and products highlighted in our Brands Showcase. Once at the exhibitor booth, media can watch new product videos, download media kits, grab PR business cards, send rapid-response Fast Mails, and engage the exhibitor face-to-face in a Live Q&A Zoom session. After the live event, the content and contacts stay online for 30 days.

What types of media participate?



Hundreds of tech, consumer, business and lifestyle media participate in Pepcom events, which are now in their 24th year.

A few of the bigger media outlets that attended recent events include ABC, AP, BBC, Bloomberg, CBS, CNET, CNN, Consumer Reports, Engadget, Forbes, Fox, Gizmodo, L.A. Times, Mashable, Men's Health, NBC, New York Times, PC Mag, Popular Science, Reviewed, TechCrunch, The Verge, Time, Tom's Guide, USA Today, Wall Street Journal, Washington Post, Wirecutter, Wired, and many more. After the event, each exhibitor receives a complete media list with contact information.



What do participants think of the digital editions of our events?

Read for yourself! This is just a small sampling of feedback we received:

“

I like how @PepcomEvents is handling #CES2021... you actually get to talk to the companies about their products! Congrats...

Jefferson Graham
Tech Journalist

“

We have received great responses from the attendees. The event was indeed a success!

Juliet Brooks
Neuvana LLC

“

Discovery was very hard in the main CES platform. @PepcomEvents did it the best...

Josh Smith
Newsweek

“

The event was very successful for us and we appreciate the opportunity!

Laurie Rogers
Kyocera

“

Bowflex was super happy with the quality of the media and steady flow of Zoom meetings. Your team was amazing...

Carey Kerns
The Hoffman Agency

“

I was able to get some good stories today – Thanks!!
...I was able to get more stories out of this event than I have in previous virtual tech events so that's a BIG PLUS.. Glad you guys are back!

- Andrew Ehinger, NEWS 12

“

I have to hand it to you... Pepcom has the best platform for virtual trade shows!!! Everyone should follow your lead.

Steve Greenberg
Innovation Insider

“

Mad props to @PepcomEvents for making an incredibly easy to navigate virtual event...

Shannon Morse
Morse Code Network

“

I clicked through all of the vendors... great interface, easy to use.

Andrew Johnson
Gartner Research

“

It was excellent, I stayed the whole 4 hours.

- Allison Sheridan, NOSILLACAST

How do I participate?



Becoming a Home Now! exhibitor is easy:

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