

The logo for 'getgeeked' is displayed in a white speech bubble with a grey border. The word 'get' is in a grey sans-serif font, and 'geeked' is in a blue sans-serif font. The background of the slide features a stylized circuit board pattern with various colored lines (purple, blue, orange, green, pink) and grey nodes.

# getgeeked New York 2015 Post Event ROI Presentation #ggNY

**-- EXAMPLE ONLY --**

*In order to protect the integrity of each of our sponsors' reports, this example contains elements taken from several different reports.*

October 15, 2015 - Brooklyn, New York

# Presentation Outline

- Event Recap
- Media Section
- Branding & Promotion Examples
- Contest & Content Section

# Event Recap

- Attendance:
  - 188 Media Attendees – list available at <http://gtgkd.co/ggNY15PressList-Sponsors>
  - 1037 Consumer Attendees
- Social Media Contest Results:
  - 76.5 tweets per sponsor
  - 20.8 Instagram posts per sponsor
- BeTerrific TV Live Stream Results:
  - 624,434 views
  - 421,296 unique viewers
- YouNow Live Stream Results:
  - 36,841 views
  - 19,894 unique viewers



# Key Media Attendees

ABC News (Aaron Katersky)

ABC TV (Dick DeBartolo)

Backerjack (Ross Rubin)

CBS News (Hector Rios)

CBS News (Walt Leiding)

Examiner (Elizabeth Tam)

Living in Digital Times (Robin Raskin)

Mashable (Lance Ulanoff)

NY1 (Adam Balkin)

PBS (Sue Castle)

PC Mag (Paul Maljik)

Phone Scoop (Rich Brome)

PhoneArena (John Velasco)

Techlicious (Josh Kirschner)

Tech News Daily (Rob Calem)

TechnoBuffalo (Jacob Kleinman)

The Mac Observer (Dave Hamilton)

Time, Inc. (Krystal Johnson)

Twice (Steve Smith)

USA Today (Eli Bluementhal)

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# Media Coverage

Forbes

TWICE

Dealerscope

DIGITAL TRENDS



The Social NY

OTAKUS  
O&G  
GEEKS



# Media Coverage Links

- Forbes - <http://www.forbes.com/sites/jennchoi/2015/11/06/why-geeks-gamers-and-makers-make-the-best-customers/3/>
- TWICE - <http://www.twice.com/brands-go-after-millennials-getgeeked-ny/59097>
- TWICE - <http://www.twice.com/technicolor-reintroduce-rca-brand-millennials/59087>
- NY1 – <http://www.ny1.com/nyc/all-boroughs/tech-talk/2015/10/19/selfie-stick-killer--tv-jukebox-and-paper-drone-among-new-takes-on-old-concepts-at-getgeeked.html>
- DealerScope - <http://www.dealerscope.com/article/e-commerce-retailer-wearables-adds-23-top-brands-website/>
- Consumer Electronics Net - <http://www.consumerelectronicsnet.com/article/JVC-Demonstrates-Upgraded-4KCAM-Cameras-at-GetGeeked-New-York-4115467>
- Gamer Motion - <http://gameremotion.com/5-awesome-gadgets-i-saw-at-getgeeked-ny-2015/> (multiple posts)
- BeTerrific TV - <https://www.youtube.com/watch?v=L6FY0nhtSBk>
- NY Social – <http://thesocialny.com/top-9-gadgets-for-the-holidays/>
- BTNHD - <https://www.youtube.com/user/alucardkakashi> (multiple videos)
- Andrew Alliance - <https://www.youtube.com/user/theshowradio1> (multiple videos)
- CalixTechNews - <http://calixtechnews.com/2015/11/getgeeked-15-recap/> (multiple posts)
- Lon Seidman - <https://www.youtube.com/watch?v=yjmUmrpOWaw>
- Online Video - <http://www.onlinevideo.net/2015/10/vidmob-creates-a-marketplace-for-professional-video-editors/>
- Otakus Geeks - <http://www.otakusandgeeks.com/articles/2015/10/24/getgeeked2015>
- Brand New Day Designs - <http://www.brandnewdaydesigns.com/all-terrain-portable-charger-by-my-charge/>
- World Liberty TV - <http://worldlibertytv.org/getgeeked-ny-event-at-brooklyn-expo-center-product-reviews-2015/>
- Young Jeohn - <https://www.youtube.com/watch?v=uMG7vGwYyQE>
- TechMania - <http://techmania411.net/hp-sprout/>
- Digital Trends - <http://www.digitaltrends.com/home/dt-giveaway-homeadvisor/> (pre-event)
- Technical.ly Brooklyn - <http://technical.ly/brooklyn/2015/10/15/tonight-play-tech-getgeeked-brooklyn-expo-center/> (pre-event)
- Brokelyn - <http://brokelyn.com/get-geek-getgeeked-new-york-thursday-night/> (pre-event)

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# Praise from the Media

*Visiting each booth and listening to the kind of questions that these expert consumers were asking just blew my mind. They knew everything and not only were they buying things but they were more than happy to give the vendors the kind of candid commentary that is hard to access, even through focus groups.*

**Forbes**

*"Go where the customers are," is an old marketing and sales bromide. And getgeeked Media followed that advice by holding its New York event at the Brooklyn Expo Center, right near one of the capitals of millennials: Williamsburg.*

**TWICE**

*getgeeked NY 2015 was one of the smaller conventions we have visited this year, but it was definitely one of the best. No slouch when it came to showcasing all of the latest developments, innovations and concepts in consumer electronics, apps and business solutions, Barry Myers' getgeeked shows are must attend events. From heavy hitters like SanDisk, Yelp & HP to independent start ups such as Kolibree and MixLuv, there was something for everyone to sink their teeth into in the pursuits of new information.*



**CALIXTECHNEWS**  
THE LATEST IN TECH NEWS INFORMATION

*Getgeeked NY took place on Thursday Oct 15th and had over 40 booths of new tech for press and consumers to try out. It was not easy but here are the 5 most awesome gadgets I saw at Get Geeked 2015. Shout to every one who helped make this event happen, I look forward to attended again next year.*

**GAMER  
MOTION.COM**

getgeeked

# BeTerrific TV Live Stream (Slingbox)

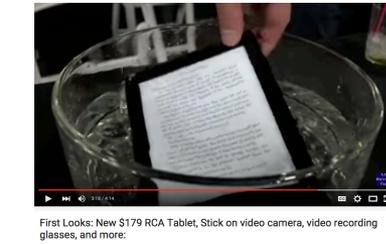


*The BeTerrific TV Live Stream of getgeeked New York generated over 600K views from over 400K unique viewers.*





# getgeeked NY on YouTube



# Attendee Survey Headlines

- Almost ½ (47%) of getgeeked NY attendees came from the the coveted, hard-to-reach 26 – 35 year old age group.
- Over 80% are asked for tech buying advice “very often” (46%) or “often” (34%).
- At 65%, “trying out new gadgets” was the primary reason given for attending getgeeked NY.
- Over 75% of attendees visited with at least ½ of the companies at getgeeked NY with just under 50% saying they visited with at least ¾ of them.
- Over ¾ of attendees said their opinion of participating companies improves either “significantly” (29.5%) or “somewhat” (45.9%) after meeting with them at getgeeked NY.
- Over 56% of attendees said they understand participating companies' products better after seeing them at getgeeked NY while over 30% said they have a “stronger relationship” with the companies they met with.
- Almost ¼ of attendees are “significantly” more likely to purchase the products of companies they met with while over ½ are “somewhat” more likely.

*See the Attendee Survey Results Presentation in your Post Event Materials folder for the full results of our Attendee Survey.*

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# Homepage Logo Placement

## Platinum Sponsors

**sprout** by 

CROWD 

**Lenovo**<sup>TM</sup>

**JBL**<sup>®</sup>  
by HARMAN

*Excerpt of getgeeked New York Sponsors & Partners webpage. Full page available at <http://getgeeked.tv/sponsors/>*

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# Full Page Sponsor Listing (BeON Home)

*Sponsor webpage linked from logo on homepage. Shrunk here to fit presentation.*

*Full size available at:*

<http://getgeeked.tv/beon-home/>

getgeeked  
SAN FRANCISCO • NEW YORK

★ ggNY Info Become a Sponsor Past Events Become a Member Research Contact Us Home



BeON Home was built by a team with core expertise in security, lighting, hardware, software and consumer products, with the mission of making a safer, smarter home as simple as screwing in a light bulb.

BeON Home takes a thoughtful approach to home protection, uniting both security and safety to deliver peace of mind while away and keep you safe and sound while at home. The BeON system takes the familiar light bulb form factor and creates a solution that makes security and safety available and accessible for everyone in your family, every day. Designed the help stop break-ins before they start, installing the BeON Home system as is easy as screwing in a light bulb and add a new layer of preventative security and safety to the home. With its elegant industrial and experiential design, compatibility with your existing light switches, and removable and upgradeable smart modules, BeON home created a new category for home protection that is practical, affordable and easy-to-use.

Website



What you'll see:

BeON Home - the BeON Home takes the familiar and make it extraordinary. BeON has taken the familiar form factor and turned it into a preventative home security and safety system. A snap to install, activating and installing your BeON Home system is as easy as screwing in light bulb. Removable smart modules housed inside the LED bulbs are capable of learning your lighting habits based off your already everyday interaction with your light switch and can then play those patterns and habits back in real-time when you're away from your home, making it appear that someone is home and moving about. The BeON bulbs can be programmed to listen for your doorbell and turn the lights on in a fashion that fools would-be intruders into thinking you're home.

Aside from keeping would be intruders at bay, the BeON system bring a host of security features in to your home. The same module that learns your lighting habits can be programmed to listen for your smoke or CO2 alarm and turn on the lights, providing emergency exit lighting for you and your family when you need it the most. The same smart module also has a rechargeable battery capable of illuminating the BeON bulbs even in the event of a power outage.

Who you'll meet:

Alexei Erchak, Co-Founder/CEO  
Arvind Baliga, Co-Founder/COO  
Martin Forest, Co-Founder/CTO

What you can win:

Win a BeON Home System!

Press Contact:

Peter Girard, [pgirard@castercomm.com](mailto:pgirard@castercomm.com)



# Onsite Signage

Onsite Sponsor Banner (8'x3') →

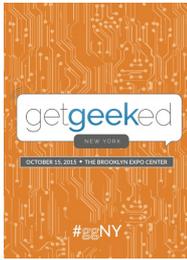


SanDisk Company Sign (2'x2 actual size')



Shopping Zone Banner (4'x3 actual size')

getgeeked



# Program Guide

Images on this page shrunk to fit presentation. Full Program Guide available in your Post Event Materials folder in Dropbox.

## thank you to our sponsors

Before we do anything else, we'd like extend a HUGE thanks to the awesome companies exhibiting at this year's getgeeked New York event.

### platinum

Lenovo sprout by hp

CROWD SUPPLY JBL  
by HARMAN

### gold

BLU BOLD LIKE US Siraffic

Kolibree

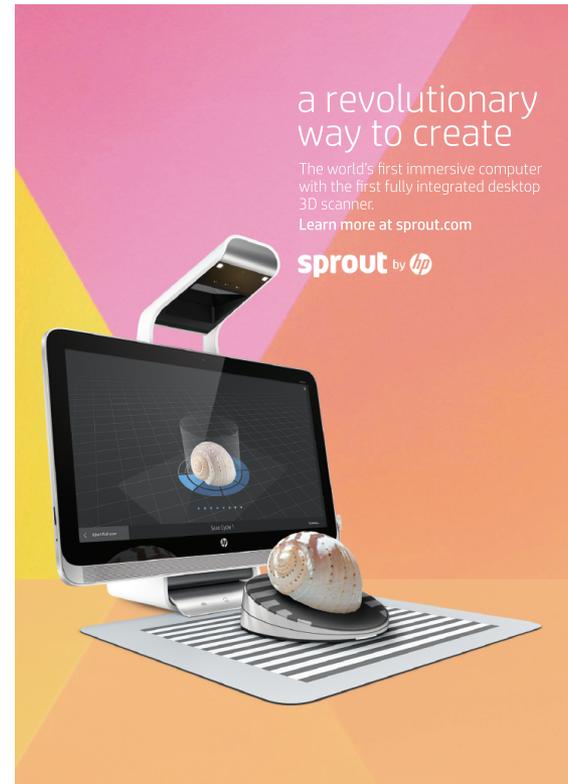
RCA

pivothead

Purism

slingbox

Sponsor Listing



HP Full Page Ad



# Speaker Promotion (Bevy Launch)

## 5:55-6:15pm – Bevy Smart Photo System Demo: Just Announced, Family Approved

Presenter: Firdaus Bhatena, CEO and co-founder, Lineage Labs  
Presenter: Nancy Smith, chief marketing officer and co-founder, Lineage Labs

Bevy is designed to solve the digital disorder that exists for today's families and provide a simple, safe way to collect, protect and enjoy photos and videos taken across multiple devices. This demonstration showcases Bevy, a small in-home connected device that gathers, organizes and secures digital photos and videos taken by any family member on a mobile phone, tablet or digital camera. Not just another in-home storage device for digital content –unlimited family members can connect to their Bevy via the free app to effortless enjoy and share all of the family's digital memories anytime and from anywhere.

Online. Full agenda available at <http://getgeeked.tv/agenda-ggny/>

## getgoing: today's agenda

5:55 - 6:15 PM

**Bevy Smart Photo System Demo: Just Announced, Family Approved**  
 Presenter: Firdaus Bhatena, CEO and co-founder, Lineage Labs  
 Presenter: Nancy Smith, CMO and co-founder, Lineage Labs

Bevy is designed to solve the digital disorder that exists for today's families and provide a simple, safe way to collect, protect and enjoy photos and videos taken across multiple devices. This demonstration showcases Bevy, a small in-home connected device that gathers, organizes and secures digital photos and videos taken by any family member on a mobile phone, tablet or digital camera. Not just another in-home storage device for digital content –unlimited family members can connect to their Bevy via the free app to effortless enjoy and share all of the family's digital memories anytime and from anywhere.

Program Guide. Full version in your Post Event Materials folder in Dropbox.

	5:55pm - 6:15pm:	<b>Bevy Smart Photo System Demo: Just Announced, Family Approved</b>
	Product Launch	Presenter: Firdaus Bhatena, CEO and co-founder, Lineage Lab Presenter: Nancy Smith, CMO and co-founder, Lineage Labs

Conference Agenda Signage Excerpt

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# Shopping Zone Promotion (Pivothead)

**Pivothead  
SMART Architect Edition  
Eyewear with Live Mod Set**



**pivothead**  
WEARABLE IMAGING

---

Show Discount:

25% off

**Pivothead  
SMART Architect Edition  
Eyewear with Live Mod Set**



**pivothead**  
WEARABLE IMAGING

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Use code **getgeekedNY2015** to  
get 25% off SMART Architect  
Edition Eyewear with Live  
Mod Set!

**BUY NOW**

Screenshot from our "Shopping Zone" webpage available to attendees onsite. Full page available at:  
<http://getgeeked.tv/shopping-zone-ny-2015/>

Screenshot from our "What You Can Buy at getgeeked New York" webpage promoted in advance of the event. Full page available at:  
<http://getgeeked.tv/what-you-can-buy-at-ggny-2015/>

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# Shopping Zone Handout (Pivothead)

**social shopping zone**

*Many getgeeked New York sponsors are offering huge discounts on the products their showcasing at the event in our Social Shopping Zone.*

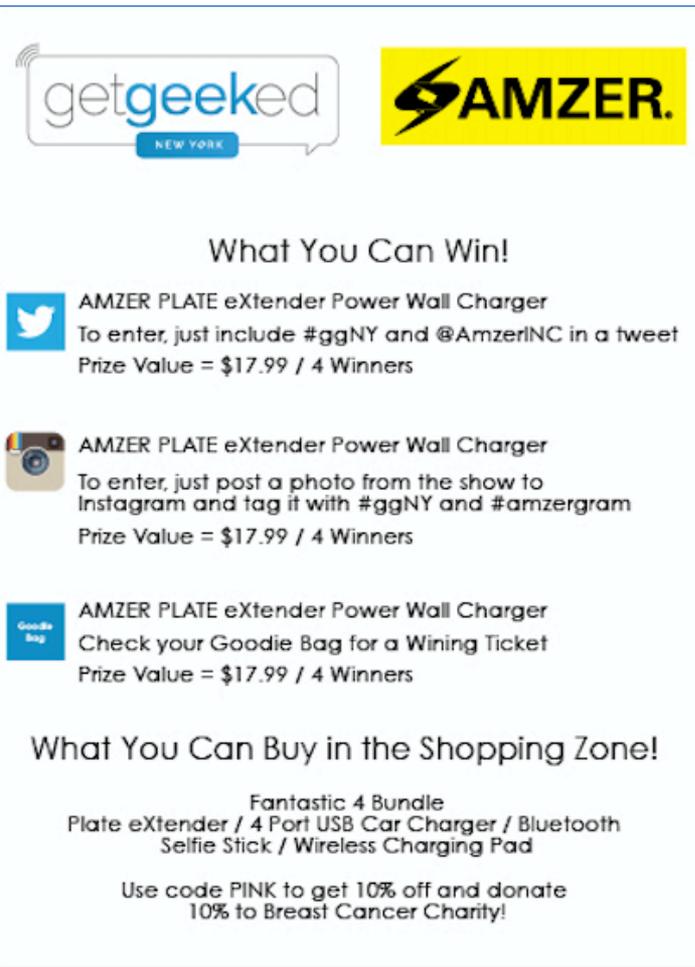
	PRODUCTS	CODES AND DISCOUNTS
<i>pivothead</i>	Pivothead SMART Architect Edition Eyewear with Live Mod Set	Use code getgeekedNY2015 to get 25% off SMART Architect Edition Eyewear with Live Mod Set! Bundles must be purchased together.

Excerpt from Shopping Zone handout given to attendees. Full document available in your Post Event Folder in Dropbox.

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# Tabletop Sign (Amzer)

Placed at Sponsors'  
Tables to Promote the  
Shopping Zone and  
Contests  
(5"x7" actual size)



The tabletop sign features the 'getgeeked' logo in a speech bubble with 'NEW YORK' in a blue box below it, and the 'AMZER.' logo in a yellow box with a lightning bolt icon. The sign is titled 'What You Can Win!' and lists three contests: a Twitter contest, an Instagram contest, and a Goodie Bag contest, all offering an AMZER PLATE eXtender Power Wall Charger as a prize. Below the contests, it says 'What You Can Buy in the Shopping Zone!' and lists a 'Fantastic 4 Bundle' including a Plate eXtender, a 4 Port USB Car Charger, a Bluetooth Selfie Stick, and a Wireless Charging Pad. At the bottom, it encourages using code PINK for a 10% discount and donating 10% to Breast Cancer Charity.

getgeeked  
NEW YORK

AMZER.

### What You Can Win!

 AMZER PLATE eXtender Power Wall Charger  
To enter, just include #ggNY and @AmzerINC in a tweet  
Prize Value = \$17.99 / 4 Winners

 AMZER PLATE eXtender Power Wall Charger  
To enter, just post a photo from the show to Instagram and tag it with #ggNY and #amzergram  
Prize Value = \$17.99 / 4 Winners

 AMZER PLATE eXtender Power Wall Charger  
Check your Goodie Bag for a Winning Ticket  
Prize Value = \$17.99 / 4 Winners

### What You Can Buy in the Shopping Zone!

Fantastic 4 Bundle  
Plate eXtender / 4 Port USB Car Charger / Bluetooth Selfie Stick / Wireless Charging Pad

Use code PINK to get 10% off and donate 10% to Breast Cancer Charity!

getgeeked

# Online Contest Promotion (JBL)

*Screenshot from our "What You Can Win at getgeeked New York" webpage promoted in advance of the event. Full page available at:*

<http://getgeeked.tv/what-you-can-win-at-getgeeked-new-york/>

**JBL Extreme**



---

**1 Chance to Win!**



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# Goodie Bag Surprise Card (RCA)



Actual Size 5"x7"

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# Contest Handout (Kolibree)

getwinning:  
contest rules #ggNY



To enter the official Twitter contest for a chance to win the products listed below, just follow the instructions next to each sponsors' logo.



To enter the official Instagram contest for a chance to win the products listed below, just follow the instructions next to each sponsors' logo.



Kolibree Bluetooth Connected Sonic Toothbrush with 3D Motion Sensors - include #ggNY and @Kolibree in a tweet

Kolibree Bluetooth Connected Sonic Toothbrush with 3D Motion Sensors  
Post a photo from the show to Instagram and tag it with #ggNY and #sharekolibree

Excerpt from Contests handout given to attendees. Full document available in your Post Event Folder in Dropbox.

# Contest Results (Podo Labs)

- Twitter:
  - 117 contest tweets\*
  - 76.5 show average
  
- Instagram:
  - 44 contest posts\*
  - 26.5 show average

*\*Only contest-qualified tweets and Instagram posts containing #ggNY and your Twitter handle or Instagram name are captured by our tracking system.*

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# Sample Instagram Posts (HandL)



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# Sample Tweets (Ventev Mobile)

**Sheen** @MrJediStud Follow

@VentevMobile #ggNY ventev blown away by the quality of all your stuff. Thanks so much. #MOPWR2U



RETWEET 1 LIKES 2

**Mike Waterhouse** @MikelWaterhouse Following

.@VentevMobile sells alloy charging cables -- basically metal coated w/ lifetime warranty. \$30 for Lightning. #ggNY



RETWEET 1 LIKES 3

**Prez Perez** @Stormy\_Perez Following

@VentevMobile is definitely one of the sleekest and powerful portable chargers out there! #Finally #ggNY



LIKES 2

**Lud Merka** @scoopstweet Follow

#ggny @ventevmobile #ventev\_mobile coolest cables ever [ln.is/instagram.com/...](http://ln.is/instagram.com/)



LIKES 3

**K. Mossberg** @kimmyc73 Follow

@VentevMobile showing how mobile power should look. #ggNY



LIKES 2

**Joel** @Telhunter Follow

#ggNY @VentevMobile loving your gear!



LIKES 2

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# Sample getgeeked Promotion (Lenovo)

 **getgeeked Events**  
@getgeekedEvents

Want to win a sweet Yoga 3 Tablet from @lenovo? Come to #ggNY and you might!!!  
[getgeeked.tv/lenovo/](http://getgeeked.tv/lenovo/)



LIKES  
2

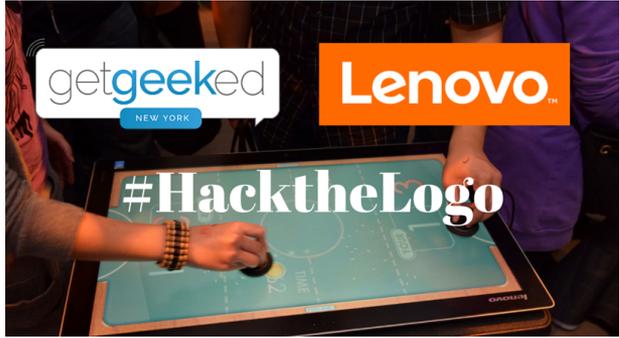
 **getgeeked Events**  
@getgeekedEvents

#ggNY A-Z. All the info on @lenovo's plans for getgeeked NY @  
[@http://getgeeked.tv/lenovo/](http://getgeeked.tv/lenovo/) RSVP today!

3:10 PM - 10 Oct 2015

 **getgeeked**  
Published by Barry Myers [?] · August 18 ·

Can't wait to see what geeky goodies @lenovoUS brings this time!  
#HacktheLogo - <http://blog.lenovo.com/en/blog/lenovo-hack-the-logo/>  
#ggNY



**We want you to: #HacktheLogo**  
Lenovo invites you to hack our Logo. What is your visual interpretation of  
[BLOG.LENOVO.COM](http://BLOG.LENOVO.COM)

See the Post Event Materials folder in your getgeeked Dropbox Folder for more examples.



# Sample Show Photos (HP)



See the Post Event Materials folder in your getgeeked Dropbox Folder for more examples.

