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June 22-26, 2015 • New York City

**Exhibits: June 24-25, 2015**



## **CE Week & getgeeked Launch Tech Influencer Program in New York in June**

*New tech enthusiast program includes 'America's Got Geek' competition to find the next big YouTube technology star*

**New York, NY – March 6, 2015** – Building on last year's efforts to drive highly-qualified 'techfluencers' to the show, CE Week 2015 has announced a new partnership with category expert getgeeked to drive hundreds of these passionate tech enthusiasts to the exhibit floor, June 24-25 in NYC.

This new program, entitled *Rise of the Techfluencer*, has been designed to help companies identify and build relationships with the influential consumers who are engaging with brands on social media and sharing opinions about their products and services with their large social circles.

The program has been created by Slingshot Media, producer of the [getgeeked](#) event series and creator of Techfluence, a community of tech enthusiasts providing feedback and insight to tech brands at all stages of the product development cycle.

*Rise of the Techfluencer* will kick off on June 24 with a panel hosted by Ross Rubin, Principal Analyst at Reticle Research, which will discuss who "techfluencers" are, why they engage with brands, and what they expect from these relationships. On June 25, hundreds of Techfluence members will be invited for the first time to visit with companies exhibiting on the show floor.

The highlight of the day two program, *America's Got Geek*, is a competition to find to find the next big YouTube technology star. Techfluence attendees will be asked to submit video product reviews prior to the show. From these, a panel of experts will select ten finalists who will compete live at CE Week to be crowned America's Next Top Geek.

*"We couldn't ask for a better platform to introduce Techfluence to leading technology brands. CE Week is an important event for the technology industry and our unique value proposition for companies is extremely complementary with what they've built over the last several years. We're excited to have the opportunity to introduce innovative new programs to such an established event and also to be able to offer our members the chance to attend,"* said Slingshot Media Founder, Barry Myers.

*"Working with Slingshot Media to launch this one-of-a-kind program at CE Week builds on last year's inaugural efforts to expand our audience of media, retailers, investors and other industry members with highly-qualified consumers who can drive added value for our industry and exhibitor's mid-year messages,"* said Martin Porter, Founding Partner of CE Week.

CE Week Exhibits, June 24-25 at the Metropolitan Pavilion in New York City, will bring together the top media, trade analysts and technology thought leaders for two days of product exhibitions, conference panels and presentations focused on innovation and what's hot in consumer electronics. CE Week 2015 takes place citywide June 22-26.

### **About CE Week**

CE Week is the consumer electronics (CE) industry's official weeklong, citywide event in New York City. The official mid-year meeting, conference and new technology showcase includes the event headquarters, CE Week Exhibits, which is the site of CE Week's largest exhibition hall and conference program. CE Week is produced by Martin Porter & Associates and Consumer Technology Publishing Group/NAPCO Media, publisher of Dealerscope, Technology Integrator and the Technology Tell Network.

### **About getgeeked Media LLC**

getgeeked Media was created to help consumer tech brands meet the difficult challenges they're facing getting the attention of today's empowered consumers. By offering companies access to the press and influential tech enthusiasts at one event, getgeeked events are redefining what companies can achieve at a tech industry "media" event. Our focus on helping brands leverage face-to-face interactions to generate earned and owned content is designed to help brands turn influencers into advocates for their products. Our sponsors have opportunities follow up with attendees, turning the interactions they have at the event into meaningful relationships.