

FOR IMMEDIATE RELEASE

For CE Week contact:

Jayne Schwartz

social4media

646-370-3988

jayne@social4media.com

For getgeeked Media contact:

Amy Friedland

ADF Marketing 360

347.501.0813

ADFMkteting360@gmail.com

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FEATURING **getgeeked** NEW YORK

CE Week to Feature getgeeked New York Consumer Showcase, June 22, 2016

Addition of getgeeked New York creates the first tech industry event to offer companies access to all the audiences they need to engage to be successful today at one event.

NEW YORK, Feb. 4, 2016 /PRNewswire/ -- Since 2008, [CE Week](#) has been the summer tech industry event for companies to get their fall product lineup in front the press, analysts, and industry professionals. With the addition of [getgeeked New York](#) to the 2016 event, participating companies will now also be able to engage passionate, hard-to-reach consumers whose shared opinions are having a significant impact on the success or failure of today's new tech products and services.

CE Week kicks off on June 21st with its annual opening night party at B&H Photo Video. The CE Week exhibit floor at the Metropolitan Pavilion opens to the press at 3:00 p.m. on June 22nd followed by the getgeeked New York Consumer Showcase from 6:00 p.m. to 9:00 p.m. On Thursday, June 23rd the exhibit floor is open from 9:00 a.m. to 5:00 p.m. and includes a full conference program.

"More and more the companies we work with are recognizing the importance of engaging hard-to-reach consumers directly and are asking us to help them," said Eric Schwartz, President/CRO – Consumer Technology, NAPCO Media. "Adding getgeeked New York allows us to seamlessly and effectively deliver this increasingly important community to our sponsors and working with Barry, who has an amazing track record of creating programs that maximize the value of these interactions for companies, brings some new energy to the overall CE Week program."

Launched in New York in October 2014, getgeeked has produced successful events in both New York and San Francisco, connecting major brands and innovative startups with both the press and tech enthusiasts at one event.

Prior to founding getgeeked Media, Barry Myers was a co-founder of the DigitalLife event held each October from 2004 to 2008 at the Javits Convention Center in New York City and the creator the gdgt Live Tour which held six times a year in cities across the country from 2009 to 2013 when gdgt.com was acquired by Aol.

"Adding getgeeked New York to an event that's already the most important mid-year event in the tech industry is the perfect next step in the growth of getgeeked," said getgeeked Media Founder & CEO, Barry Myers. "I have a ton of respect for what the CE Week team has built over the last 10 years. Together, we're not only going to offer companies access to all the communities they should be engaging at one event, but we're going to design programs to help them meet the difficult specific challenges they're facing today."

For more information on CE Week 2016 featuring getgeeked New York, visit www.ceweekny.com.

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 annually by the Consumer Technology Group of NAPCO Media, publisher of Dealerscope and Technology Integrator magazines, and producer of FutureVision and Dealerscope Top Retailer Summit. For more information, visit www.ceweekny.com and keep up with our latest news on [Facebook](#) and [Twitter](#).

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.

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