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GETGEEKED ANNOUNCES 2015 EVENT DATES AND LAUNCHES INNOVATIVE NEW MEMBERSHIP PROGRAM

Adds San Francisco event to the calendar and launches innovative membership program to give consumers and companies the opportunity to continue the conversations they begin at the events

NEW YORK, January 16, 2015 - Following its successful launch in New York last fall, getgeeked has announced its 2015 event dates and unveiled an innovative membership program that will allow companies to build on the interactions they have with consumers at the events by continuing the conversation year-round.

The 2015 schedule includes a new event in San Francisco at The Village, a brand new venue on Market Street, on June 11th and a return to New York City on October 15th. The New York event will be held at the Brooklyn Expo Center.

According to getgeeked founder, Barry Myers, "The response to our launch last fall was amazing. By inviting consumers to attend after the press and focusing on social media and content creation, we were able to offer them a ton of value and great ROI. San Francisco was the next logical city to take getgeeked. It's the geek capital of the country. We're also looking at other cities to include next year. In the meantime, we're super excited about moving the New York event to Brooklyn. It's the perfect venue for everyone involved with getgeeked — sponsors, press, and geeks!"

The new getgeeked Membership Program is designed to give companies a year-long, direct pipeline to the passionate consumers that attend getgeeked. The Program will provide companies the ability to interact with getgeeked members in a wide variety of ways, including online surveys, focus groups, beta testing programs, and branded communities.

"Face-to-face interaction is still, by far, the best way to begin building a relationship," continued Myers. "But, until now, there was really no way to turn the interactions companies have at events into long-term relationships. Our flagship getgeeked event series is a reinvention of the traditional press-only event and our innovative membership program ensures that the interactions companies have there are just the beginning. By working with getgeeked Media, technology companies can cost-effectively build relationships with both of today's key influencer groups."

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.