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GETGEEKED NEW YORK TRIUMPHS WITH PREMIERE EVENT

Dozens of Exhibitors, Hundreds of Journalists, Thousands of Consumers Attended

NEW YORK, October 22, 2014 – New York got geeked.

[getgeeked New York](#), a unique showcase of today's most innovative gadgets, apps and services for both the press and consumers, launched its inaugural event recently to rave reviews from journalists, consumers, and sponsors.

The event, which took place at the newly renovated Metropolitan Pavilion West, featured demos of all the major consumer tech product categories from TVs to tablets to audio equipment, wearables, connected home devices, and 3D printers.

getgeeked New York hosted major brands like Lenovo, Amazon, Sharp, Sling Media, Samsung, TiVo, Staples, Gogo, and Western Digital alongside hot startups like Bayan Audio, Karma, Martian Watches, Ninja Blocks, Osmo, Matter and Form, NimbleTV, Blanc Watches, and others.

Close to 250 journalists attended during a special press preview, while over 1,000 consumers showed up for a unique opportunity to see the latest tech products and services and interact face-to-face with representatives from the companies that make them.

What Sponsors Are Saying

“getgeeked New York hit all the high notes for Lenovo with excellent attendance from the media and a unique opportunity to meet face-to-face with tech loving consumers. Our conference session was yet another way to get our story and message across to the getgeeked audience. We enjoyed the distinctive audience mix and the getgeeked staff was there at every turn to help things go smoothly. On top of the event we had a number of great stories from the press and fantastic social media traffic resulting from the contests and other programs created by the event.” - Jeff Witt, Senior Marketing Manager, Lenovo.

“We felt like rock stars at getgeeked. The vibe was fun, high-energy, and overall very positive. Press and consumers alike were excited to be able to see and try new products and meet some of the faces behind them. It was great to be part of such an enthusiastic environment. We were treated like a top sponsor from the entire getgeeked team and our table was packed from beginning to end. getgeeked is a fantastic show for any startup looking to build relationships with the press and generate buzz with influential consumers.” - Cameron Wilson, Bayan Audio North America president

An Event Like No Other

In addition to the exhibits, the [conference program](#) featured new product announcements from DTS Phorus, Pelican Imaging, Icon Q, and Openfolio as well as a series of panels and presentations that captivated attendees.

According to the event's creator, Barry Myers, "With getgeeked, we wanted to create a cost-effective opportunity for companies to engage with both of today's key influencer groups – press and enthusiasts – at one event. We also wanted to redefine the tech event as a platform for generating great content and social media buzz because these things are so critical to companies' marketing strategy today. As great as the event was, I was probably more excited for the amount of content we delivered our sponsors so they could share their experience with consumers around the world after the event was over."

getgeeked New York partners included Digital Trends, Techlicious, Techradar, Eventbrite, Uber, Living in Digital Times, Lightspeed PR, The Online Mom, The New York City Economic Development Corporation, and others.

getgeeked will return to New York in the fall of 2015 and add an event in San Francisco in the spring while continuing to evaluate opportunities to help other cities around the country get their geek on too.

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.