

INTERPHEX™ 2012

Hold A Press Conference or Booth Briefing

With the right preparation, a press event at the show can provide your company and products invaluable exposure. *(Getting attendance at a press conference is a time consuming task and may even require the services of a Public Relations professional.)*

Consider a Press Conference if...	Consider a Booth Briefing if...
<ol style="list-style-type: none"> 1. You are introducing a NEW product, service or technology at the show. 2. You are announcing a corporate merger or acquisition. 3. You are announcing significant corporate initiatives, financial reports and changes in executive management. 	<ol style="list-style-type: none"> 1. You are demonstrating a NEW product, service or technology. 2. The ambience of the booth enhances your presentation. 3. Employees are unable to leave the booth for an extended period of time.



To schedule a press conference, please complete the included Press Conference Application (see page 3) and fax it to 203.840.9448, attn: Nadine Wright.



To schedule a booth briefing, please fax a letter of intent to Nadine Wright at 203.840.9448. See details below.

Booth Briefing Letter of Intent:

Your letter of intent MUST include the following information:

- Company Name & Booth Number
- Contact information for the event point person

Please Note:

Pre- and post-show booth briefings require security guards based on attendance numbers. This must be arranged and paid for by the exhibitor.

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PRESS CONFERENCE APPLICATION

DEADLINE: APRIL 25, 2012

The Press Conference Room is available to exhibitors for press events. It is provided to exhibitors as a way for them to enhance their media exposure and augment the total value of their show participation.

The exhibitor is responsible for:

- Media invites to the press conference*
- Order/payment of additional requirements (A/V, catering, security, changes to room, etc.)
- Fax submission of a 100 word or less description of event, including contact information, to Nadine Wright at 203-840-9448.

The press conference room includes:

- Theater style seating
- Draped tables for press kits
- Podium and microphone for presenter

Press conferences are scheduled every hour on the hour each day of the show. Presentations are limited to 45 minutes unless otherwise approved by INTERPHEX Public Relations.

Please email all press conference questions to nwright@reedexpo.com.

COMPLETE AND FAX BACK TO 203.840.9448

(Please Print Clearly – All Fields Required)

Company _____ Booth # _____

Contact/Title _____

Telephone _____ Fax _____

Email _____

Press Conference Date/Time: 1st Choice _____ 2nd Choice _____

I have read and agree to all terms and requirements as stated above.

Exhibitor Signature _____ Date _____

You will receive verification of your application, including the presentation time and the additional information required by the PR department.

***YOU ARE RESPONSIBLE FOR INVITING MEDIA AND PUBLICIZING YOUR PRESS CONFERENCE**