



**CONTACT:**

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**\*\* Contact Bob re:** PR Opportunities, Obtaining the pre-registered Press List & Scheduling Press Conferences/Announcements

**EXHIBITOR PUBLIC RELATIONS**

**Schedule a Press Conference**

**Deadline: ASAP through April 2**

Attract the attention of the press and gain more visibility at the event by conducting a press conference at RFID Journal LIVE!. Press conferences are an efficient means of delivering your message quickly to a large number of the many editors and journalists who attend the event. **Topics that ensure a good attendance at a press conference include:**

- Strategic changes for your company that will affect the industry in a major way
- A long anticipated product announcement that is of great interest to the editors
- A major partnership announcement that will affect the industry
- Significant new technology developments that are newsworthy

Please Note: No more than one press conference will be scheduled during any given time period and time slots will be reserved on a first-come, first-served basis. If you want to hold a press conference, here is a list of steps to ensure the success of your press conference:

- 1. Select an optimal time and date.** Early morning and lunch time press conferences tend to have better attendance. Remember that journalists spend limited time at events and press conferences held on the last day of the event tend to be poorly attended.
- 2. Send out invitations early.** Prepare and mail your press conference invitation at least three weeks before the event to both your media contact list and the LIVE! pre-registered press list.\* Include the time, date, place, and some information about your presentation. Make sure there is a RSVP number or fax so that editors can register to attend.

***\*Contact Kevin Rushalko with Spectrum Marketing & Communications for the LIVE! pre-registered press list.***

**One-On-One Press Appointments**

As journalists are often in "competition" with one another for stories and breaking news, consider setting up one-on-one appointments with select journalists. Many journalists prefer one-on-one meetings in order to ask probing questions that will not tip off their competitors on the particular angle that they are covering. Once again, our pre-registered press list can be obtained from Kevin Rushalko.

**Press Kits**

Bring Press Kits with you to the event as they can be distributed to journalists from the RFID Journal LIVE! Press Room. We suggest displaying 25-30 in the press room and keeping the rest in your booth.

**For assistance with all of your RFID Journal LIVE! public relations needs, contact Spectrum Marketing & Communications (Bob Basmadjian, 908.823.9400, [spectrum\\_marketing@earthlink.net](mailto:spectrum_marketing@earthlink.net) or Kevin Rushalko, 603.924.6692, [specmkt@worldpath.net](mailto:specmkt@worldpath.net)).**