

sensors expo & conference

~ Important Public Relations Information for Exhibitors ~

Are you launching a new product? Holding a special event at SENSORS EXPO?

Let us know! We are generating a lot of excitement and media interest for the upcoming Sensors Expo & Conference. We are interested in finding out about new products and special events you have planned, so please take a moment to fill out the form below and email it to amy@riemercommunications.com by **Monday, May 17, 2010**.

Interested in working with the trade and general business media while at SENSORS EXPO?

The following are tips on how your company can work most effectively with the trade and general business media and analysts that will be on-site in order to obtain maximum exposure and secure news coverage during the event.

To avoid missing an opportunity, always contact your key media sources to book appointments in your booth even if they are not on the pre-registered press list. Keep in mind that many press register on-site. Remember to show excitement for your products and services when talking to the press. Be sure to always include "at The Sensors Expo & Conference" in your press releases. This will make it clear to the media where you are announcing or demonstrating your new products or services as well as add credibility to your news. The press should be contacted prior to the show to schedule a meeting. A complete list of invited and pre-registered press is available to all exhibiting companies by e-mail request to amy@riemercommunications.com.

Share Your Company's Story with Our Registered Press

Many of the industry trade publications are already working on pre-show issues and they are looking for information from the exhibitors to help them write the most complete and comprehensive coverage about the upcoming Sensors Expo & Conference. We encourage you to send press materials to all of the trade editors. For a complete list, contact Amy Riemer at amy@riemercommunications.com or call 978-475-4441.

Send your press release out over Market Wire

Sensors Expo has developed an exclusive relationship with MarketWire for press release distribution. Send your company news out to thousands of journalists and receive a 15% discount just for being a Sensors Expo exhibitor. For more information contact Ro Sandoval at 800-774-9473 or email rsandoval@marketwire.com. Or visit www.marketwire.com. A MarketWire representative will be on site in the SENSORS EXPO Press Office to assist with distribution of all on-site press releases.

Plan to drop off press kits in the Sensors Expo Press Office

The Sensors Expo Show press room will be located in the Donald E. Stephens Convention Center. Exhibitors are encouraged to display their information kits in the Press Room for easy access by the media. Access is restricted to accredited members of the working press. Up to 30 kits may be placed in the press room and all kits should be dropped off to the Press Office onsite.

Sensors Magazine's Best of Sensors Expo Awards

Sensors Magazine will produce the Annual Best of Sensors Expo Awards program for the Sensors Expo & Conference. The deadline for nominations is April 23, 2010. Companies nominate their best new products, and after a thorough evaluation of all entries, the editors of *Sensors Magazine* will present the awards to the winning exhibitors at their booths from 3:00-4:00 pm on Tuesday, June 8 during Sensors Expo & Conference.

sensors expo & conference

NEW PRODUCT FORM

Please Print or Type Clearly

Please return this form by either **FAX** (978) 475-4446 or **E-mail** amy@riemercommunications.com

EXHIBITOR INFORMATION

Exhibitor Name: _____

Exhibitor PR Contact Name: _____

Exhibitor PR Contact Title: _____

Street Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Mobile: _____

Email: _____ URL: _____

NEW PRODUCT INFORMATION

Name of Product: _____

Description: _____

Benefits to the Industry: _____

Are you having a launch event around the product? Yes _____ No _____

If yes, please describe (include date, time, location) _____

What media would be interested in this news? _____

Additional information