

sensors expo & conference

PR Opportunities

Frequently Asked Questions

We are generating a lot of excitement and media interest for the upcoming Sensors Expo & Conference. We have dozens of reporters and analysts who attend the event looking for newsworthy stories. We encourage you to let us know if you have business news or a great ROI story resulting from operational and cost savings, or other stories with that you would like to share. We are in contact with the media and can help get you in touch with the right editors, reporters and analysts. The following FAQ's will give you general information on how to contact the media before and during the Sensors Expo & Conference.

Q: *Where do we drop off our media kits?*

A: Please drop off media kits in the press room. The press room is located at the Donald E. Stephens Convention Center in Rosemont, IL.

Q: *How many media kits should we bring?*

A: We recommend bringing 30 media kits to the show. Bring 20 kits to the press room and keep the rest at your booth. Please check the press room periodically to see if additional media kits should be added. We do not have the ability to store extra kits in the press room.

Q: *Can we mail our media kits prior to the show?*

A: No. Please bring them directly to the press room at the show.

Q: *What should be included in the media kits?*

A: Your press kits should contain news and information that press and analysts need, including:

- Press releases
- Company backgrounder/profile
- Executive biography(s)
- Product overview(s)
- Customer success stories
- Public relations contact information
- Company booth number prominently displayed on the folder or inside the kit

Q: *What are the press room hours?*

A: Monday: 10:00 am – 3:00 pm
Tuesday: 7:30 am – 5:00 pm
Wednesday: 7:30 am – 3:00 pm

Please note, the press room is a courtesy facility for members of the media and analysts **only**. Exhibitors are not allowed in the press room. For meetings with members of the press, please make arrangements to meet at your company's booth or at the entrance to the press room. Meeting tables in the press room cannot be used to accommodate exhibitors.

Q: *Who do I contact regarding news announcements I am willing to share with the media prior to the event?*

A: Please contact Amy Riemer at amy@riemercommunications.com or 978-475-4441 if you have product news that you would like to share with media prior to the event.

Q: *How can I get an updated list of pre-registered media?*

A: We will be sending the first pre-registered press and analyst list to exhibitors in early May. Additional lists will be available each week leading up to the Show. If you need an updated list please contact Amy Riemer at amy@riemercommunications.com or 978-475-4441.

Q. Will Sensors Magazine produce the Best of Sensors Expo Awards program?

A. Yes. *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.