



Section 9: Marketing & Promotions

SCHEDULE A PRESS CONFERENCE

DEADLINE: SEPTEMBER 7, 2009 (2 WEEKS PRIOR TO THE CONFERENCE)

WHY:

Attract the attention of the press and gain more visibility at the event by conducting a press conference at the upcoming Embedded Systems Conference Boston.

WHAT:

Press conferences are a valuable way to deliver a message quickly to a number of editors and journalists at the event.

HOW:

If you want to hold a press conference, here is a list of steps to ensure the success of your press conference:

1. **Decide on the time and date of the press conference.** Early morning and lunch- time conferences tend to have better attendance.
2. **Reserve your time and place.** Fill out the Press Conference Scheduling Form online at: http://esc-boston.techinsightsevents.com/media_center.
3. **Request the invited press list** from **Felicia Hamerman** in order to prepare and mail your press conference invitation at least three weeks before the event (August 31, 2009)
4. **Prepare presentation materials.** Keep presentations brief and leave plenty of time for questions.
5. **Follow up with a phone call to confirm attendance.**
6. **Schedule a one-on-one meeting.** (please see the Meeting Room Request Form online at: http://esc-boston.techinsightsevents.com/media_center).

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 development that is newsworthy

Please Note: Time slots will be reserved on a first-come, first-served basis. No more than one press conference will be scheduled during any time period.

For ESC Boston 2009 press related inquiries, contact:
Amy Giannini, agiannini@techinsights.com or 415.947.6626

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1. Press Contact Information

REQUEST FORM MUST BE RECEIVED BY September 7, 2009.

EXHIBITING COMPANY NAME:

PR AGENCIES, PLEASE LIST NAME OF EXHIBITING COMPANY HERE

CONTACT NAME: _____

TITLE: _____

ADDRESS: _____

CITY/STATE/PROVINCE/ZIP CODE OR POSTAL CODE: _____

TELEPHONE: _____ FAX: _____ E-MAIL: _____

2. PRESS CONFERENCE DESCRIPTION (LIMIT 50 WORDS)

PLEASE BRIEFLY DESCRIBE THE TOPIC TO BE PRESENTED DURING THE PRESS CONFERENCE. THIS INFORMATION WILL BE PRINTED IN THE PRESS CONFERENCE SCHEDULE DISTRIBUTED TO REGISTERED MEMBERS OF THE PRESS, AND MAY BE MENTIONED IN PRE-SHOW PRESS RELEASES, UNLESS YOU CHECK THE BOX :

3. PREFERRED DATE AND TIME (PLEASE PROVIDE YOUR FIRST TWO CHOICES FOR PRESS CONFERENCE DATE AND TIME): _____ OR _____
(INCLUDE SET-UP AND CLEAN-UP TIME NEEDED)

Please fax this form to Amy Giannini at: 415.947.6009

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