



2010 AIIM International Exposition + Conference PR Opportunities Frequently Asked Questions

We are generating a lot of excitement and media interest for the upcoming 2010 AIIM International Exposition + Conference. We have hundreds 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 stories with a green angle 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 AIIM 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 Pennsylvania Convention Center in Philadelphia.

Q: *When are drop-off hours for the media kits?*

A: Monday: 12:30 pm – 3:00 pm
Tuesday: 8:30 am – 5:30 pm
Wednesday: 8:30 am – 5:30 pm
Thursday: 8:30 am – 3:00 pm

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

A: We recommend bringing 50 media kits to the show. Bring 30 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: 12:30 pm – 3:00 pm
Tuesday: 8:30 am – 5:30 pm
Wednesday: 8:30 am – 5:30 pm
Thursday: 8:30 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: *How can I book the Press Conference Room for a press conference?*

A: We have a separate room at the convention center on Tuesday, April 20, Wednesday, April 21; and Thursday, April 22 for exhibitors to conduct press conferences, with a time allotment of no more than **45 minutes per company**.

In deciding whether to hold a press conference, please consider if your announcement is BREAKING NEWS for your company and/or for your product. Media will be extremely busy on the show floor, meeting exhibitors and attending the keynote addresses. Inviting them to attend a press conference should be for breaking news only. In most cases, we recommend that you schedule one-on-one press appointments with target media and/or analysts at your booth.

Questex Media Group is not responsible for press attendance and/or the publicity of your press conference; we only schedule times and dates.

If you would like to reserve a time, please contact Amy Riemer at 978-475-4441 or amy@riemercommunications.com.

Please note that reservations are on a first-come, first-serve basis and space is limited.

Q: *What is in the Press Conference Room?*

A: The following is included in the press conference room:

- Riser (stage)
- Podium with microphone
- Head table with 4 chairs
- Theater style seating for up to 75 people
- Two microphones on the head table
- Screen
- Projector

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 during the week of February 16, 2010. 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.