



GSA Emerging
Opportunities **expo**
& CONFERENCE

October 1, 2009 | Santa Clara, California USA | Santa Clara Convention Center

**PUBLIC RELATIONS
HAND GUIDE**

GSA

PUBLIC RELATIONS HAND GUIDE

In preparation for the 2009 GSA Emerging Opportunities Expo & Conference, here is an overview of what you can expect from GSA for assistance with your pre-show, on-site and post-show visibility. Our goal is to help you maximize your exhibit and product/service messages at the event.

PR Contact Information

Please provide GSA with the primary PR contact for your company for the show via the Exhibitors Only section of the Web site by **Friday, August 28, 2009**. Your PR contact will receive communications regarding such topics as the pre-registered media list, event press releases and wire services.

Pressroom

GSA will provide a pressroom at the GSA Emerging Opportunities Expo & Conference. The basic functions provided within the pressroom include:

- A check-in location for all media
- A private meeting space for exhibitors to reserve for media appointments
- A place to facilitate onsite requests for exhibitor press kits
- Computer/internet access for the media
- Refreshments throughout the day for the media

Please note that the pressroom will be limited to **press only** except when in use for a previously scheduled press briefing with an exhibitor. The pressroom will be used as an information and telecommuting access point for the media. If you plan to hold a press conference, you must make arrangements at an off-site venue. Our goal is to keep attendee traffic on the show floor; therefore the press room will be located on the show floor next to the Internet Café.

Pressroom Reservations for Media Meetings

Exhibitors who have scheduled briefings with the media may use the pressroom to hold these meetings. Space is limited and reservations will be taken on a first-come, first-served basis. Time slots will be allocated in 30-minute increments during the hours the show floor is open.

To request a time slot prior to the show, please e-mail Nicole Bowman at nbowman@gsaglobal.org. Your time slot will be confirmed and communicated back to you within one business day. Onsite reservations will be coordinated in the pressroom.

Press Kits

GSA encourages you to leverage opportunities for press kit distribution. You should maintain a supply of 5-10 press kits in your exhibit booth. Space will be available for press kits in the press room, however, please note that the press kit area will not be monitored.

Added Visibility for Exhibitors

GSA is pleased to announce Business Wire/Virtual Press Office as the official news distribution service. Business Wire/Virtual Press Office will create and host a “virtual newsroom” at www.tradeshownews.com and www.virtualpressoffice.com. This will be linked from the pressroom portion of the event Web site.

The “virtual newsroom” will archive exhibitor and host news issued over the Business Wire’s Trade Show Circuits and will be active for one year. This is a tremendous PR value for our exhibitors, and we are sure it will enhance each exhibitor’s visibility.

In addition, GSA has arranged for Business Wire to distribute a 100-word exhibitor profile to highlight each exhibitor’s involvement with this event. Contact tradeshow@businesswire.com for more details. Also, see the [Exhibitors Only](#) section on the event Web site for more information.

Please note: This profile is different from the profile submission form for the GSA Expo Show Guide, to be completed in the Exhibitors Only section of the Expo Web site.

Press Releases

GSA will post a press release shell to the Exhibitors Only section of the event Web site for use in your pre-show media relations activities. You can download the release and edit the copy, with the exception of GSA’s boilerplate, to best suit your needs. Contact Nicole Bowman at nbowman@gsaglobal.org if you wish to have GSA provide a tailored quote to include in your announcement.

GSA must approve all releases containing GSA statistics or quotations. Exhibitors agree to comply with this request and should not distribute this type of press release without first securing GSA approval. Please build three business days into your media relations efforts to receive approval on quotes from GSA.

Exhibitors should also post company press releases to your company’s Web site. GSA does not distribute press releases for exhibitors except for those pertaining to the event, and they will be posted under the Exhibitor News section. Please contact Business Wire for your press release distribution needs. Contact Nicole Bowman to have your press release added to the event Web site.

Media/Analyst List

GSA’s media list is proprietary information, not available for general use. As part of GSA’s media certification process, media have been given the opportunity to opt-in to sharing their contact information with exhibiting companies. A list of pre-registered media who consent to sharing their contact information will be posted on the Exhibitors Only section of the event Web site three weeks before the event and again one week before the event.

Web Site Banner/Tiles

GSA will forward to you via e-mail a Web tile ad prior to the Event. We encourage you to post this to your Web site to promote your exhibition at the show.

Exhibitor Client/Guest Registration

GSA recognizes that there are top clients and guests you will want to invite to the GSA Emerging Opportunities Expo & Conference. You can pre-register your guests for the exhibition (complimentary) through **Friday, September 25, 2009** at the event Web site: www.gsaglobal.org/expo/2009.

We encourage you to pre-register your guests prior to the deadline to ensure they will have a name badge waiting at the exhibition entrance. When registering guests, be sure to include all of your guests' contact information, as this is important for lead retrieval as well as show communications. Note that onsite registration is \$25.

Pre-Show Support Ideas

Many of you are seasoned exhibitors who have the aspects of a trade show down to a science. Others of you are fairly new at exhibiting. With this in mind, we provide the following checklist of issues to consider. We hope you find this helpful.

Idea Checklist

- Know key facts of the show to add to your promotional plans.
- Prepare a pre-show media alert announcing your booth and specifics of your product launch or exhibit at the show to be posted to your company's Web site or distributed by Business Wire.
- Add the show tile ad to your own Web site announcing your booth number and highlighting activities at the show.
- Pre-register clients you know will attend the show.
- Include booth number in all pre-show publicity.
- Include show name and booth number in a snipe on all regular product and brand advertising placed prior to the show.
- Send an e-mail to the media one week prior to the show with information on any product to be launched at the show.

If you need assistance, please contact:

Nicole Bowman
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T: 972-866-7579 x129
E: nbowman@gsaglobal.org