

2009 Exhibitor PR Kit



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The Tradeshow Experience

Thank you for participating in an IDG World Expo tradeshow. IDG World Expo is dedicated to supporting exhibitors at its events, and helping to provide a solid platform on which you can build your public relations efforts.

Tradeshows are excellent vehicles to help achieve a number of goals. Not only do they connect companies to existing and future customers in a specific and targeted marketplace, but they also provide exceptional educational opportunities for those involved in that market who rely on the latest tools and techniques. Most importantly, tradeshows offer meaningful face-to-face interactions and a well-formulated environment for valuable networking opportunities.

To take advantage of everything an IDG World Expo tradeshow has to offer, it is essential to explore all opportunities for your company or client, including those in sales, marketing and public relations. When working in concert with one another, these efforts can deliver unparalleled results.

IDG World Expo has developed this guide to help both the seasoned and beginner public relations professional make the most of your IDG World Expo tradeshow experience. Should you have any questions about this guide or about an IDG World Expo tradeshow, please contact:

Cindy Hart
IDG World Expo
(508) 424-4825
chart@idgworldexpo.com



Publicity Tips

To ensure that you take advantage of your share of publicity at OpenSource World™, Next Generation Data Center™ (NGDC™) and CloudWorld™, please follow these tips.

1. New Product Announcements

Announce your new products at the show for the best opportunity to generate coverage in national, industry and vertical print, online and broadcast outlets.

2. Use Virtual Press Office and Business Wire

By utilizing the services of Virtual Press Office and Business Wire for your press release, exhibitors can increase their exposure exponentially. Both are official service partners for OpenSource World, NGDC and CloudWorld, and additional information on their services is detailed later in this kit.

3. Show Guide/Event Web Site

Make sure your company is listed in the on-site show guide, as well on the event Web site.

4. Host a Special Event or Press Conference

Got a really hot new product or important industry announcement? Consider hosting a special event for the media at your booth, or invite them to attend a press conference. Please contact Cindy Hart to discuss press conference needs and requirements.

5. PR Strategy and Counsel

Need help planning your PR outreach strategy? Contact the IDG World Expo PR Team for advice.

Key Conference Contacts

Public Relations

Cindy Hart, Marketing Manager
IDG World Expo
Phone: (508) 424-4825
Fax: (508) 620-6690
chart@idgworldexpo.com

Schwartz Communications
595 Market Street, Suite 2000
San Francisco, CA 94105
Phone: (415) 512-0770
Fax: (415) 882-5787
idgworldexpo@schwartz-pr.com

Registration, Housing & Travel

Stephen Galeotalanza,
Registration, Housing & Travel Manager
IDG World Expo
Phone: (508) 424-4838
Fax: (508) 620-6690
sgaleotalanza@idgworldexpo.com

Sponsorship Opportunities & Sales

Amy Bonner, Sales Manager
IDG World Expo
Phone: (508) 424-4892
Fax: (508) 620-6690
abonner@idgworldexpo.com

Event Operations

Kristin Margulis, Coordinator
IDG World Expo
Phone: (508) 988-6750
Fax: (508) 620-6690
kmargulis@idgworldexpo.com

Speaking Opportunities

Adam DeMattia, Conference Coordinator
Phone: (508) 988-7880
Fax: (508) 620-6690
ademattia@idgworldexpo.com

Business Wire

Leon Harbar
(310) 820-8473 ext. 116
Leon.harbar@businesswire.com
www.BusinessWire.com
www.tradeshownews.com

Electrical Services

TSE - Trade Show Electrical
c/o GES Exposition Services
7050 Lindell Avenue
Las Vegas, NV 89118
Phone: (800) 475-2098
Fax: (800) 329-1437
www.ges.com

Virtual Press Office

Allie Schick
Marketing Manager
Direct: (973) 233-5359
allie@vpoinc.com

A/V Equipment

PSAV
925 Freeport Parkway Ste. 100
Coppell, TX 75019
Phone: (800) 966-4498
Fax: (214) 210-8200
www.psavexhibits.com

Internet & Telecom Orders

showNets, LLC
12345 North 137th Way
Scottsdale, AZ 85259
Phone: (480) 314-7716
Fax: (480) 314-7716
www.shownets.net

Telecommunications

Moscone Conv. Center/Telecom. Dept.
747 Howard Street
San Francisco, CA 94103
Phone: (415) 974-4080
Fax: (415) 974-4065
Contact: Dan Bora; dbora@moscone.com
www.moscone.com

Labor & Exhibitor Services

GES Exposition Services
7050 Lindell Avenue
Las Vegas, NV 89118
Phone: (800) 475-2098
Fax: (800) 329-1437
www.ges.com

Contacting Your IDG World Expo PR Team

IDG World Expo's public relations team would like to support and complement your PR efforts. We often receive requests from the media for more information on a particular exhibitor's products and services, and we want to send those media your way. We also like to keep you up to date on the latest information and opportunities at the show.

Here are some examples of how we work with PR contacts at exhibitor companies:

- Brainstorm ideas to build upon your current tradeshow PR plans
- Include information about your company's tradeshow activities in IDG World Expo pre-show press releases
- Attribute a quote from your company to include in our pre-show press releases

Remember! We can't help you if we don't know who you are! Please complete this form below and fax it to us at your earliest convenience.

PUBLIC RELATIONS CONTACT FORM

EXHIBITOR

Event Name: _____
Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____
URL: _____

INTERNAL PUBLIC RELATIONS CONTACT

Name: _____ Title: _____
Phone: _____ Fax: _____
Email: _____

PR AGENCY CONTACT

Name: _____ Title: _____
Agency: _____
Phone: _____ Fax: _____
Email: _____

INTERNAL SPOKESPERSON TO THE PRESS (if applicable)

Name: _____ Title: _____
Phone: _____ Fax: _____
Email: _____

Please return this form to:

Cindy Hart
IDG World Expo
3 Speen Street
Framingham, MA 01701
Fax: (508) 620-6690
chart@idgworldexpo.com

If you have any questions, please contact Cindy Hart directly at (508) 424-4825.

Registered Press and Analyst List

The pre-registered press list contains contact information for media and analysts that have registered for OpenSource World, NGDC and CloudWorld. It will be emailed to all exhibitors on July 13, 2009.

Please note that media have the option to decline receipt of third-party e-mails. These individuals will not appear in the pre-registered database. We recommend that you target your usual media contacts in addition to the contact on the pre-registered press list to ensure the greatest reach within this key audience.

Setting Up a Press Conference

When your company is introducing a new product or has other major news, a press conference can provide an ideal environment to capture the attention of attending media. Please contact Cindy Hart to discuss press conference needs and requirements.

Press Conference Tips

Press conferences are an extremely effective public relations tool in potentially reaching multiple reporters from the broadcast, print and trade press at a single event. Press conferences should be efficient and exciting, which will increase the prospect of your announcement being covered. However, coverage is predicated on having interesting, newsworthy and timely information to announce. Consider the following before deciding if a press conference is right for you:

- Is your story newsworthy, timely and of interest?
- Does the press conference offer the media special advantages such as interesting visuals and the opportunity to hear directly from industry experts or other important figures?
- Is there another equally or more effective way of delivering your story?

Once you have decided that holding a press conference is the most effective way for you to deliver your message, consider the following tips:

- Decide on the best time to hold your press conference. Make sure you do not choose a time that would conflict with other popular events that would force media to choose one over another.
- Use the pre-registered press list to identify and reach out to your target media and send out electronic or printed invitations one month prior to the event.
- Follow-up with phone calls to your target media the week before the event to confirm their attendance.
- Include information about your press conference in your press kit that media will have access to in the Media Center. It's often effective to clip something to the outside cover so it stands out.
- Send out a media alert about your press conference prior to the event. It could be an effective way to inform media who register onsite and therefore would not be on the pre-registered press list.
- Follow-up with a "thank you" to the media that attended your press conference.

Press Releases

A press release is an important marketing tool in any industry. If you are announcing something new, or an activity you will be holding at your booth during the show, a press release is a cost-effective and practical way of letting the media know about it. However, it's important to make sure that your announcement is indeed newsworthy (a unique new product, executive level personnel changes, receiving an award, etc.), otherwise it is unlikely to be read or covered. The following are tips to consider when writing a press release:

Headline – this is the most important part of a press release, as well as the most challenging to write. It needs to grab the reporter's attention and create the need for that reporter to continue reading the rest of the release. The headline should also summarize as much of the announcement as possible without being too lengthy.

First Paragraph – the first paragraph of a press release should answer all of the questions that a reporter would be expected to include in the lead of his or her article: Who, What, Where, When and Why. The first two sentences should sum-up the announcement in concise and straightforward language. The goal is not to draw attention with clever industry buzz words, but to convey a message simply and effectively.

If the announcement is for a new product, consider addressing the following in the 1st paragraph:

- Is this the first/best product of it's kind?
- What problem does it solve?
- What market need does it address?
- How does it benefit users?

Paragraphs 2 & 3 – should include a quote that reinforces the key message of the release and should be attributed to a company executive or spokesperson. One paragraph should also continue to provide additional facts and details on the announcement. Use just enough information to make your case and back-up your headline. If appropriate, a sentence on pricing and availability should also be included.

Boilerplate – don't forget to end the release with your company's boilerplate, a standard paragraph explaining who your company is and what it does.

Include contact information – don't forget to include your name, title, phone number and email address on all press releases in case editors have questions or want to speak with a company executive for more detailed information on your announcement.

Include a photo – Your chances of getting a press release published increase exponentially when you include a photograph. Make sure that the photograph is of good quality, if digital, it will typically need to feature a resolution of at least 300 dpi.

**** A sample press release is provided on the following page ****

For Immediate Release

Contact: Name
 Phone
 On-Site contact info
 Email

(Company Name) Introduces Revolutionary Product at OpenSource World, Next Generation Data Center and CloudWorld

City, State, Date – (Company) today introduced a breakthrough new product that promises to enhance (what) (how) (why). (Company), located in booth (X), will be demonstrating the this new product, as well as its entire line of products, at OpenSource World™, Next Generation Data Center™ and CloudWorld™ 2009.

(The 2nd paragraph can include additional information on what the new product is, what it solves, who it affects, how it works, etc.)

(The 3rd paragraph should include a quote from a company spokesperson)

(The final paragraph should include any other relevant information about the new product or service)

About (Your company’s boilerplate)

About OpenSource World, Next Generation Data Center and CloudWorld

LinuxWorld Conference & Expo® is expanding to become OpenSource World™ and is co-locating with Next Generation Data Center™ and CloudWorld™ to offer an end-to-end view of enterprise technology within the data center. These conferences will give attendees a comprehensive look at today’s most important technology trends reshaping the way organizations develop, deploy and manage their computing resources and business applications. These three events have been co-located to enable attendees to obtain a fuller perspective regarding today’s rapidly evolving and tightly related enterprise technologies that are dramatically increasing data center efficiency and reducing operating costs. For more information or to register for the event, visit the www.opensourceworld.com. For exhibiting opportunities, please contact Amy Bonner at (508) 424-4892 or abonner@idgworldexpo.com.

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(three number signs indicate the end of a press release)

Media Advisories

A media advisory is another important tool that can be used to alert reporters and analysts of an upcoming event you may be hosting in your booth during the Expo or after hours at another location. Media alerts are short, to-the-point, and a good alternative to a press release if there is an urgency and timeliness tied to your event.

Media advisories are best for:

- Highlighting your company's event at a tradeshow
- Reminding the media about a press conference you may be conducting at a tradeshow
- Advising the media on a presentation that one of your executives may be presenting at a conference or tradeshow

Media advisories are often shorter and more concise than press releases and should not exceed one page. Content should address who, what, where and when, as well as provide a brief company background and a contact for additional information.

**** A sample media advisory is provided on the following page ****

(Company Name) Introduces Revolutionary Product at OpenSource World, Next Generation Data Center and CloudWorld

WHAT: (Company) will introduce a breakthrough new product (what) that promises to enhance (what) during a press conference being at OpenSource World, Next Generation Data Center and CloudWorld. Several product managers and company executives will be on-hand to answer any questions.

WHERE: OpenSource World, Next Generation Data Center and CloudWorld
Moscone Convention Center
Room (X) in the West Hall

WHEN: August XX, 2009

ABOUT (Your company's boilerplate)

ON-SITE PRESS CONTACT:

Jane Doe, (808) 555-1212, mobile, or jane_doe@company.com

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Online News Center

Most media today prefer to receive online or CD-ROM media kits. For that reason, OpenSource World, NGDC and CloudWorld offer our exhibitors the services of Virtual Press Office and Business Wire to manage your content in the Online News Center.

Exhibitors can post a single news release or their entire press kit to the Online News Center. Select one of VPO/Business Wire's custom news management packages by visiting the following web sites: www.virtualpressoffice.com or www.businesswire.com.

Press kits and news releases can be posted before, during and after the event and will remain on the event web site for one year. Business Wire will also distribute a free 100-word profile electronically to all registered Media. Please send an email to tradeshow@businesswire.com before July 28, 2009 to receive the form. All entries profiles must be submitted no later than July 30, 2009.

Working with Business Wire

Business Wire is the recognized leader in tradeshow news release distribution. With more than four decades of experience, their comprehensive news networks are a trusted source of tradeshow news for media, investors and consumers throughout the world.

Business Wire's tradeshow news circuits enable you to target your event news releases and photos/multimedia to select audiences based on your geographic and industry market needs. From delivery to audiences in a single city to comprehensive worldwide coverage including translations, Business Wire offers you an easy, one-stop solution.

Business Wire will also be offering all exhibitors a free distribution of a 100-word exhibitor profile. Click here to access the profile template.

Click here for news release and multimedia distribution options. For additional information, please email tradeshow@businesswire.com.

Working with Virtual Press Office

The Virtual Press Office (VPO) is the undisputed leader in tradeshow news targeting, distribution and measurement. VPO was the first to recognize the need for "virtual news rooms" at tradeshow and has continuously developed products to serve exhibitors' specific PR needs at major events.

Your company's electronic press kit is a valuable communication tool that is available to the media year round. Unlike printed press kits, electronic kits require no re-stocking, can be constantly updated and remain available long after the show has ended. Your booth number and all contact information is included in the online press kit, which is proactively distributed to the media.

For a one-time charge of \$560, VPO offers:

- An upload of up to (6) documents of any length (releases, backgrounders, photos, etc.)
- Proactive distribution to pre-registered media via the VPO release on demand service
- Online usage report measuring the opinion leaders that requested and reviewed your materials
- Archival of press kit for one year
- Link to your company's home page
- PR contact listing