



International Vision Expo West 2011
Press Conference Application Form

CONTACT:

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Exhibitors may choose to hold a press event at their booths or at the International Vision Expo West Press Conference Room. The Press Conference Room is available to exhibitors for press events during the show at no charge. It is provided to the exhibitor to enhance media exposure and augment the total value of show participation. The Press Conference Room is under the control of International Vision Expo Management and will be released to current exhibitors only. **Please review the following steps to set up your on-site press event:**

1. Please contact Nadine Wright to arrange a date and time. Time slots are available on a first come, first served basis.
2. The following items are provided automatically in the press conference room:
 - chairs set up theater style
 - draped tables (for press kits, catering, etc.)
 - podium with a microphone on a riser at the front of room
3. You are responsible for contracting for any other items you may need (i.e. catering, A/V).
 The contractors for additional services at the Sands Expo & Convention Center are:
 Catering/Sands Expo Catering (see exhibitor designated contractor tab of exhibitor manual)
 A/V/AVW: see exhibitor designated contractor tab of exhibitor manual)
4. Please note that your time slot must include set up and breakdown of any contractor items you may have (catering or A/V).
5. You are responsible for inviting the press to your event. To facilitate this, we can provide you with a press list; please email Nadine Wright at nwright@reedexpo.com for this.
6. We will list your press event and your brief description in the International Vision Expo Press Events Schedule, available to the press in the on-site press kit.

Please complete this form and fax to Nadine Wright at (203) 840-9448. We will email you upon receipt to review the availability of your press conference and to confirm all details of your event.

International Vision Expo West/Press Conference Application Form

Company Name: _____ Booth # _____

Contact Name: _____

Telephone: () _____ Email _____

Press Conference Date/Time: _____

Catering: Yes No A/V: Yes No

Description of Press Conference (please type): _____

Signature of Exhibitor _____