

GREEN PRESS ROOM AND ELECTRONIC PRESS KIT PREPARATION

In an effort to reduce our environmental footprint and in accordance with media feedback, the LVCC press room will only house electronic exhibitor press kits. Exhibitors are welcome to bring in a one-page spec sheet (8.5" x 11" max) that lists media contacts and the URL that your electronic press kit is at. They can also bring in USB drives and CDs. Printed press materials greater than one page in length should be stored in the exhibitor's booth.

CES surveys show that 85 percent of media prefer online, USB and/or a one-page spec sheet. Make sure your press kit area is marked clearly with the company's name and CES booth number for easy reference. Press kits are a one-stop source for the media to get information about your company and products. Information included in kits should be kept simple and to the point—journalists are after hard news.

Most press kits typically include the following:

- Recent and relevant news releases (preferably from news at the show)
- Company/executive background information
- Detailed product fact sheets/specs
- Product images
- Copies of company publications (annual reports, external magazines, etc.)
- Any special events you have scheduled during the show
- Media contact information

Press Kit Tips

1. Determine the most relevant information to include in the press kit.
2. Order online press kits or prepare USBs or CDs for shipment.
3. Make sure your **company name and booth number are both clearly listed**. The press prefer press kits be listed by company, not product name.
4. Send an appropriate number of press kits. Large exhibitors and those holding news conferences should send 500 kits to the LVCC press room. For smaller exhibitors and those without any news announcements, 250 will suffice.
5. Make sure your kits arrive before the press room opens on Tuesday, January 4, 2011, to ensure your kit is picked up by as many press members as possible.
6. Since a great deal of money is invested in these kits, take some insurance out on your investment. If you are sending USBs or CDs, send the kits through a delivery method that provides a tracking number. This number should be brought with you to CES to assist us in the event that your kits are misplaced.
7. If you have invested in an online kit, include a brightly colored sign in your press room cubby or on your one page spec sheet that gives the URL address.
8. Check with the CES press kit office staff during the show to determine the number of kits you have remaining. Check again on the last day of the show to collect any unused kits. Kits that are not collected will not be returned.

NOTE: CES does not have the facilities or staff to assist you with the transport of press kits from your booth to the press rooms. Contact GES, 800-475-2098, for labor to transport heavy boxes and materials around the show floor. GES will bill you directly for any labor costs you incur. On-site service orders should be placed through your show location's Exhibitor Service Center.

After the Show

Send a follow-up release to the media who attended the show, including:

- A recap of all activity in your booth
- Which products attracted the most attention and why
- Future expectations relating to your company's new products
- Any updates to information contained in your press releases during the show