



E FOR ALL 2008 EXHIBITOR GUIDE TO MEDIA RELATIONS



Entertainment for All Expo 🌐 Los Angeles Convention Center 🌐 October 3-5, 2008 🌐 www.EforAllExpo.com

AN IDG WORLD EXPO EVENT



Table of Contents

Your E for All Experience	3
Publicity Tips and Tools	4
Contacting Your E for All Expo PR Team.....	5
Public Relations Contact Form	6
Pre-registered Press List.....	7
Online News Center.....	8
Working with Business Wire	9
Working With Virtual Press Office	10
The E for All Media Center.....	11
The Press Release.....	12-13
The Media Advisory.....	14
The Product Premiere Program	15
The Media Reference Guide	16
Planning a Special Event.....	17
Key Contacts	18-19



Your E for All Experience

Thank you for choosing to participate in E for All®, North America's premier video game event. In its inaugural year, more than 18,000 casual, family and hardcore gamers gathered to celebrate gaming, test drive some of the latest and never-before-seen games, and interact and network with exhibitors.

Now in its second year, E for All Expo continues to bring together members of the interactive entertainment community. E for All is about connecting great game companies with gamers, and gamers with great games. E for All is also focused on meeting exhibitors' needs by providing outstanding facilities, tools, and media support, including a comprehensive, integrated public relations program.

More than 1,000 members of the media, industry analysts and blogging community participated in the event in 2007, providing E for All exhibitors with access to key outlets, representing domestic and international, business and consumer, verticals, technology, consumer electronics, parenting media, and more.

We have developed this guide to help public relations professionals of all levels make the most of their E for All experience. This guide includes comprehensive details on all the PR opportunities available to you as an exhibitor at E for All, as well as tools, tips and resources to maximize your visibility and generate demand for your products and services at the event.

If you have any questions about the guide, or general PR queries related to the event, please don't hesitate to contact your E for All PR Team:

Charlotte McCormack
IDG World Expo
508-424-4837
Charlotte_mccormack@idg.com

Courtney Chauvin
Peppercom Public Relations
212-931-6167
idgworldexpo@peppercom.com



Publicity Tips & Tools

E for All Expo attracts more than 1,000 members of the media, industry analysts and blogging community who are actively covering the event. Make sure you take advantage of the following simple tips to ensure your share of publicity.

1. Announce New Products

Announce your new products at E for All for the best opportunity to generate coverage in national, industry and vertical print, online and broadcast outlets. Consider advances or releasing your information to target publications under non-disclosure agreements prior to the show. And don't forget to have copies on hand for media attendees.

2. Leverage the E for All Brand

Let everyone know you are exhibiting at E for All by including your participation in all company announcements, on your web site, in newsletters and in print or banner ads. Be sure to include your booth number so the media can find you.

3. Take Advantage of Virtual Press Office and Business Wire

By utilizing the services of Virtual Press Office (VPO) and Business Wire for your press release, you can increase your exposure exponentially. Both are official service partners for E for All; additional information on their services is detailed later in this kit.

4. Utilize the Pre-registered Press List

The pre-registered press list contains contact information for media, industry analysts and bloggers who have registered for E for All Expo 2008. We will send an e-mail to all show PR contacts as soon as it is available for download.

5. Showcase Your New Product via the 'Product Premiere'

E for All's Product Premiere program offers exhibitors two opportunities to showcase their exciting new products at this year's event—promote your new product before the show through E for All's show highlights release or onsite in the Media Center!

6. Take Advantage of our PR Strategy and Counsel

Need help planning your PR outreach strategy? Contact the E for All PR Team for advice. Please see page three in this guide for full contact details.



Contacting Your E for All Expo PR Team

E for All 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 be equipped to handle immediate requests and answer inquiries. We also like to keep you up-to-date on the latest information and PR opportunities at the show.

Here are some examples of how we work with PR professionals at exhibiting companies:

- Brainstorm ideas to build upon your current E for All PR plans
- Serve as a general media resource
- Potentially include information about your company's show activities in select E for All pre-show communications
- Attribute a quote from your company for potential inclusion in our pre-show communications

So help us, help you!

On the next page of this guide, you will find the **Public Relations Contact Form**. By sending us your contact information, we will be able to keep you in the loop, on an ongoing basis, regarding all PR opportunities available before, during and after at E for All!

Please complete the form below and fax or e-mail it to us as soon as possible in order to fully **leverage the key PR opportunities at E for All.**



PUBLIC RELATIONS CONTACT FORM

EXHIBITOR

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: _____

Please return this form via fax or e-mail to:

Charlotte McCormack
IDG World Expo
3 Speen Street
Framingham, MA 01701
Fax: 508-620-6690
Charlotte_mccormack@idg.com

If you have any questions, please contact Charlotte McCormack directly at 508-424-4837.



Pre-registered Press List

The pre-registered press list contains contact information for media who have registered for E for All Expo 2008. We will send an e-mail to all show PR contacts as soon as it is available for download.

To access the list, simply click on the “**For Exhibitors**” button on the E for All web site, and go to the section titled “**PR Resources**.” There, you will find a password-protected link to the pre-registered media list. Your company’s tradeshow manager has this information and you should contact that person to obtain the password for the pre-registered media list. **The list will be updated in real-time as new media are registered so it is important to check the link often.**

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. For this reason, we recommend that you target your own media, industry analyst and blogger contacts, in addition to the contacts on the pre-registered list, to generate increased interest and maximum exposure at the event.



Online News Center

Today, many members of the media prefer electronic media kits housed on compact discs, jump drives or online. In addition to this preference, utilizing electronic press kits is a sustainable practice that IDG World Expo and E for All encourage for all companies participating in the show.

There are two opportunities here. First, E for All provides exhibitors with the E for All Online News Center, with access to Virtual Press Office (VPO) and Business Wire to manage their press content. The Online News Center allows exhibitors to post a single news release or their entire press kit online before, during and after the event, and all materials will remain on the E for All event web site for one year.

Additionally, Business Wire will also distribute a free 100-word profile electronically to all registered E for All Media. Please send an email to tradeshow@businesswire.com before **September 22, 2008** to receive the form. All profiles must be submitted no later than **September 29, 2008**.

Select one of VPO/Business Wire's custom news management packages by visiting the following web sites: www.virtualpressoffice.com or www.businesswire.com. Additional information, including contacts for both Business Wire and VPO, can be found on the following page of this guide.



Working with Business Wire Company Profile and Press Release Distribution

Business Wire is the recognized leader in tradeshow news release distribution. With more than four decades of experience, our 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 us at tradeshow@businesswire.com.



Working with Virtual Press Office – Online Press Kits

As part of our efforts to implement business practices that are socially responsible and environmentally conscious, we are pleased to announce that E for All will support a paperless media center this year, eliminating the need for traditional paper press kits. Instead, to meet the needs of our exhibitors, we are partnering with Virtual Press Office (www.vpoinc.com) who will house your online press kits in the media portion of the E for All web site.

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.

Aside from being environmentally friendly, electronic press kits are 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. In addition, VPO will provide online usage reports measuring the opinion leaders that requested and reviewed your materials.

Consider the following with regard to VPO vs. traditional press kits:

- The cost of VPO is typically 1/3 the cost of traditional press kit production
- Information sent to the press via VPO is measurable - VPO will provide measurement reports for press releases, providing exhibitors with valuable ROI
- Using VPO is an environmentally friendly way of providing media with information
- Information posted on the VPO portion of the E for All web site is available year round, as opposed to the days of the event
- Journalists are getting their info online - not from press kits

For a one-time charge of \$575, 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 on the event web site for one year
- Link to your company’s home page
- PR contact listing

To order your VPO service, please contact Allie Schick at allie@vpoinc.com.

There will be an area within the media center for CD-ROM’s and thumb drives. Exhibitors who bring traditional paper press kits to the show will be asked to keep them in their booths. If there are any questions or concerns, please don’t hesitate to contact the E for All media relations team at PR@eforallexpo.com.



The E for All Media Center

Although the E for All Media Center is reserved for media and bloggers, your company's presence is visible through a variety of media-center sponsorship opportunities.

Members of the media will use the Media Center to write stories and post blogs, conduct interviews, make calls, check email, and network with their peers. It is also where they will collect press conference and event schedules, and exhibitor PR contact information.

This year's Media Center will feature an E for All "Product Premiere" area where exhibitors will have the opportunity to post their E for All new product announcements.

This year's Media Center is located in West Hall, Meeting Room 502.

Media Center Hours

Day	Open	Close
Friday, October 3	10:00 a.m.	8 p.m.
Saturday, October 5	10:00 a.m.	7 p.m.
Sunday, October 6	10:00 a.m.	4 p.m.

Press Room Amenities

- Apple and PC Computers
- Hi-speed internet and free wireless access
- Phones
- Copier
- Printers
- Exhibitor Press Kits
- Lockers

The Press Release

Got a brand-new product you're introducing at E for All? How about a special guest appearance or event at your booth? A practical (and cost-effective!) way to notify the media is by issuing a press release. Comprised of several sections (which are detailed below), the press release should be succinct, yet should also include the important details that make your announcement newsworthy – and more likely to be noticed, thus covered, by the media. The following includes tips for writing the various sections of a press release:

Headline: The most important part of a press release, yet sometimes the most challenging to write. The headline needs to grab the reporter's attention and persuade that reporter to read 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 need answered in order to write his or her article: *who, what, where, when* and *why*. The first two sentences should summarize 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 first paragraph:

- Is this the first/best product of its kind?
 - If it's not the first, how is this product superior to its predecessors?
- What problem does it solve?
- What market need does it address?
- How does it benefit users?

Paragraphs 2 & 3: To add credibility and depth to the release, these paragraphs should include a quote from a company executive and/or spokesperson that reinforces the key message of the release. One paragraph should also continue to provide additional facts and details on the announcement. Use just enough information to support your headline; too much information can sometimes overwhelm the media and cause them to lose interest in your story. If appropriate, a sentence on pricing and availability should also be included.



Boilerplate: Include your company's boilerplate, a standard paragraph explaining who your company is and what it does, at the end of the release.

Contact information: Don't forget to include your name, title, phone number and email address (typically placed at the top of the document) on all press releases so editors can easily contact you with questions and/or requests for additional quotes, information, etc.

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 typically needs to feature a resolution of at least 300 dpi.

**** A sample press release can be provided upon request ****

The Media Advisory

A media advisory, or media alert, is another important tool that can be used to notify reporters and analysts of an upcoming event you may be hosting at your booth during the Expo or after hours at another location. Media alerts can be issued in conjunction with a press release but are also 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
- Announcing a unique photo opportunity / limited availability of celebrity or spokesperson

Media advisories are shorter and more concise than press releases and should not exceed one page.

Content should:

- Be to-the-point
- Address *who, what, where* and *when*
- Provide a brief company background
- Provide a contact for additional information

**** A sample media alert can be provided upon request ****



The Product Premiere Program and Press Release

E for All's Product Premiere program offers exhibitors two unique opportunities to showcase their new products at this year's event:

Promote Your New Product Through E for All's "Show Highlights" Release

The E for All Expo PR Team will develop a press release prior to the show highlighting new products scheduled to debut at E for All. Typically, we will distribute the release the week before the event through Business Wire to the National Tradeshow Circuit as well as to our internal target media lists.

We encourage all exhibitors to submit their new or recently released products that will debut at E for All as this is a FREE publicity opportunity. If you would like to be considered for inclusion in this release, simply send an e-mail to **PR@eforallexpo.com** with a brief description of your new product by **September 12, 2008**. The product premier press release is scheduled to be distributed on **September 25, 2008**

Promote Your New Product Onsite in the Media Center

Although we cannot include all submissions in the show highlights release, exhibitors will have an additional on-site opportunity to promote their new products. This year's Media Center will feature a special E for All 'Product Premiere' area—with clearly marked signage—where exhibitors will have the opportunity to post their new product announcements. This is a great opportunity to get your new product in front of multiple reporters and bloggers and drive awareness for your offering.

The Media Reference Guide

Do you have a spokesperson that you'd like to make available for media interviews at or before E for All? Make sure they are listed in our Media Reference Guide, which will be distributed to registered media on-site in the E for All Media Center. This guide will provide the media with easy, direct access to your company experts and will give you further visibility at E for All.

To be included, send an e-mail to PR@eforallexpo.com with the following information no later than **September 22, 2008**:

1. Name of spokesperson
2. Title of spokesperson
3. Company name
4. Contact information and instructions, including cell phone number, e-mail, booth number, e-mail address, etc
5. General time-frame of availability.
6. Summary of expertise (limited to 75 words)

Planning a Special Event

We encourage our exhibitors to hold special events at the show for their specific audiences. Whether your event is a customer dinner, a product launch, or an attendee party, special events are a great way to increase your company's exposure and generate excitement around your products and services.

Special Events Calendar: If you plan to invite media to your special event, please notify the E for All public relations team. We will be compiling a calendar that will highlight exhibitor events taking place throughout the three days of the Expo. The calendar will be posted in the media center, as well as on the media portion of the E for All web site. In addition, if we have your event information, we can direct media correctly as we often get inquiries about where and when events are being held. If your event is invitation-only, we can keep the information internal and use it only to direct media who are invited.

Game Stage: Take advantage of this exciting opportunity to shine the spotlight on your game! The E for All Expo Game Stage—centrally located on the show floor—will showcase the hottest upcoming games (individually at select times throughout the show). Whether it's a PC, console or mobile game, the Game Stage provides all game fans with the first chance to play the newest hits as they make their debut at E for All. While it's fun for attendees, the Game Stage also serves as a prime marketing opportunity for exhibitors to promote their game features and benefits. Exhibitors can also use the stage to accommodate competitions on their games, host celebrities appearing at the event for your company, and video presentations to attendees. IDG World Expo and E for All will be heavily promoting this exciting event area to the media and blogging community, so be sure to reserve your time today.

For available dates and times, send an e-mail to PR@eforallexpo.com.



Show Management Contacts

Public Relations

Public Relations Manager	Charlotte McCormack	508-424-4837	charlotte_mccormack@idg.com
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Corporate

GM, E for All Expo	Pat Phillips	703-383-3976 x 11	pat_phillips@idg.com
VP, Marketing	Melissa Messier	508-424-4849	melissa_messier@idg.com
Sr., VP, Sales	Rich Kazarian	508-424-4828	richard_kazarian@idg.com
VP, Administration	Donald Young	508-424-4805	donald_young@idg.com
VP, Finance, Administration	Donna Moschella	508-424-4801	donna_moschella@idg.com

Operations

Operations Manager	Mariella Ley	703-383-3976 x 12	mariella_ley@idg.com
Operations Manager	Alida Roberts	703-383-3976 x 15	alida_roberts@idg.com
Registration Manager	Maureen McNeil	508-424-4850	maureen_mcneil@idg.com

Exhibitor Relations

Director of Exhibitor Relations	Suzanne Levecque	760-891-0731	suzanne_levecque@idg.com
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Sales

Sales Director, ESA Members	Ron Moreau	508-424-4804	ron_moreau@idg.com
Sales Manager	Giovanni Stein	508-424-4864	giovanni_stein@idg.com

Event Marketing & Sponsorship Sales

Sales Director	Deborah Paul	508-424-4820	deborah_paul@idg.com
Sales Manager	Ellen Boland	508-988-7830	ellen_bolland@idg.com
Sales Manager	Michelle Mohr	508-424-4855	michelle_mohr@idg.com

Marketing

Marketing Specialist	Jackie Vella	508-424-4864	jackie_vella@idg.com
Exhibitor Marketing Manager	Nan Funsch	508-424-4845	nan_funsch@idg.com

Finance

Accounting Manager	Jennifer LeMay	508-424-4823	jennifer_lemay@idg.com
Senior Accountant	Danielle LaMountain	508-424-4930	danielle_lamountai@idg.com
Revenue Accountant	Jennifer Duffin	508-424-4831	jennifer_duffin@idg.com



Webs

Service Vendors

Air Freight/Shipping

GES Exposition Services
7050 Lindell Road | Las Vegas, NV. 89118-4702
Phone: 800.475.2098 | Fax: 866.329.1437
Website: www.ges.com

Audio Visual

PSAV
925 Freeport Parkway, Suite 100, Copell, TX 75019
Trent Hotman
E-mail: thotman@psav.com
Phone: 800.966.4498 | Fax: 214-210-8153

Booth Cleaning

GES Exposition Services
7050 Lindell Road | Las Vegas, NV. 89118-4702
Phone: 800.475.2098 | Fax: 866.329.1437
Website: www.ges.com

Catering (Exclusive)

Aramark
Los Angeles Convention Center, LACC
1201 South Figueroa St., Los Angeles, CA 90015
Cathy Alcaraz,
Phone: 213.765.4515 | Fax: 213.765.4552
Email: calcaraz@lacclink.com

Computer Rentals

PSAV
925 Freeport Parkway, Suite 100, Copell, TX 75019
Trent Hotman
E-mail: thotman@psav.com
Phone: 800.966.4498 | Fax: 214.210.8153

Decorator/Drayage

GES Exposition Services
7050 Lindell Road | Las Vegas, NV. 89118-4702
Phone: 800.475.2098 | Fax: 866.329.1437
Website: www.ges.com

Electrical Services (Exclusive)

Los Angeles Convention Center, LACC
1201 South Figueroa St., Los Angeles, CA 90015
Exhibitor Services Division
Phone: 213.741.1151 x 5470
Website: exhibitorservices@lacclink.com

Floral

Short Term Plant Rental Inc.
448 Terrain Ave. | Long Beach, CA 90814
Phone: 562.494.7777 | Fax: 562.498.3800
Website: www.shorttermplantrental.com

Insurance

John Buttine Insurance
Attn: Kendra A. Reilly
125 Park Avenue, Third Floor | New York, NY 10017
Phone: 212.697.1010 ext. 49 | Fax: 212.504.8084
Email: kar@buttine.com

International Shipping

Rogers Worldwide
1550 E Higgins Rd, St 106, Elk Grove Village, IL 60005
Phone: 847.806.9200
Website: www.rerogers.com

Internet Access

showNets
12345 North 137th Ave, Scottsdale, AZ 85259
Phone: 480.314.7716 | Fax: 480.314.7717
Website: www.shownets.net

Labor

GES Exposition Services
7050 Lindell Road | Las Vegas, NV. 89118-4702
Phone: 800.475.2098 | Fax: 866.329.1437
Website: www.ges.com

Lead Retrieval

Registration Control Systems
PO Box 910217 | St. George, UT 84791
Phone: 800.235.3332 | Fax: 702.920.8154
Website: www.rcsreg.com

Model & Talent

Image
530 Huntwick Place, Roswell, GA 30075
Tamara Robertson,
Phone: 770.993.2493 | Fax: 770.993.9334
E-mail: imagemodels@charter.net

Photographer

Convention Photo by Joe Orlando, Inc.
3217 N. Verdugo Rd., Suite 1, Glendale, CA 91208
Jeff Orlando
Phone: 818.957.2204 | Fax: 818.957.6113
e-mail: convphoto@earthlink.net

Security

RA Consulting
2700 North Main Street, Suite 1070, Santa Ana, CA 92705
Larry Lopez, larry@raconsulting.us
Phone: 714.543.3131 | Fax: 714.543.3232

Telecommunications (Exclusive)

Los Angeles Convention Center, LACC
1201 Figueroa St., Los Angeles, CA 90015
Exhibitor Service Division
Phone: 213.741.1151 x 5470
Website: exhibitorservices@lacclink.com

Hotel & Travel

Travis Alford, Account Manager
240 Peachtree Street, Suite 22-S-10, Atlanta, GA 30303
Phone: 678.553.7279 | Fax: 404.584.0685
E-mail: travis.alford@ambassadors.com
Website: www.ambassadors.com