



PUBLIC RELATIONS SUMMARY & DEADLINES

PR STRATEGY & COUNSEL

For ongoing support planning and executing your PR outreach strategy please contact:

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

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

PR RELATED DEADLINES

PR CONTACT FORM

Submit your contact information and gain access to key PR opportunities and reminders.

Deadline: As soon as possible

Fax: 508-620-6690

Email: Charlotte_mccormack@idg.com

PRE-REGISTERED MEDIA LIST

Gain access to approx. 1000 members of the media and blogger community

Deadline: Ongoing access

Available On-line closer to the show

(Deadlines Continued)

MEDIA REFERENCE GUIDE

Include your spokesperson in our Media Reference Guide

Deadline: 9/22/2008

PR@eforallepo.com

PRODUCT PREMIERE - PRESS RELEASE

Promote your new product via E for All press release inclusion

Deadline: 9/12/2008 (distributed 9/25/2008)

PR@eforallepo.com

PRODUCT PREMIERE - MEDIA CENTER

Promote your new product on-site in the Media Center

Deadline: 10/3/2008 - 10/5/2008 (Show Dates)

PR@eforallepo.com

BUSINESS WIRE - 100-WORD PROFILE

Submit a 100-word company or product profile

Deadline: 9/22/2008 (Form Available)

9/29/2008 (Submission Due)

tradeshows@businesswire.com

VIRTUAL PRESS OFFICE - ONLINE PRESS MATERIALS

Host your online press materials at VPO (fee)

Deadline: Ongoing

allie@vpoinc.com

MEDIA CENTER

Promote your presence through press kits and the Product Premiere

Deadline: 10/3/2008 - 10/5/2008 (Show Dates)

West Hall, Meeting Room 502

GAME STAGE

Shine the spotlight on your game at E for All's Game Stage

Deadline: 9/1/2008 (e-mail for available dates and times)

PR@eforallepo.com