



International Vision Expo East 2010
Press Conference Application Form

CONTACT:

Tris Anne Ropiak Phone: (203) 840-5478 Fax: (203) 840-9478 e: tropiak@reedexpo.com

Exhibitors may choose to hold a press event at their booths or at the International Vision Expo East Press Conference Room. The Press Conference Room (Room 1D03) 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 Tris Anne Ropiak 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 Jacob K. Javits Convention Center are:
Catering/Jacob K. Javits 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 Tris Anne Ropiak at tropiak@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 Tris Anne Ropiak. 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 East/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