

Macworld

Conference & Expo[®]

2009 Exhibitor PR Kit

AN  IDG WORLD EXPO EVENT

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Your Macworld Experience

Thank you for choosing to participate in Macworld Conference & Expo, the premier Mac event that showcases products and services for professionals involved in media and creative content development for corporate and home applications, as well as prosumers using the Mac at home.

Macworld Conference & Expo brings together audiences in creative services, education, application development, entertainment, small office/home office and Internet-based environments, and offers professionals and prosumers alike the opportunity to discover the latest developments and hottest products these markets offer. Macworld 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 attend Macworld, providing exhibitors with access to key outlets, representing domestic and international, business and consumer, verticals, technology, consumer electronics, and more.

We have developed this guide to help public relations professionals of all levels make the most of their Macworld experience. This guide includes comprehensive details on all the PR opportunities available to you as an exhibitor at Macworld, 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 Macworld PR Team:

Charlotte McCormack
IDG World Expo
508-424-4837
cmccormack@idgworldexpo.com

Marisa Borgasano
Schwartz Communications
415-512-0770
idgworldexpo@schwartz-pr.com



Key Contacts

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cmccormack@idgworldexpo.com

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idgworldexpo@schwartz-pr.com

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Registration Manager

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GES Exhibitor Services

(800) 475-2090 – Toll Free, U.S.
(866) 329-1437 – Fax, U.S.
(702) 263-1520 – Fax, International
www.ges.com/contact

Audio Visual

PSAV
Casey Cowan
Tel: 214-210-8040
ccowan@psav.com

Electrical Orders

Trade Show Electrical (TSE)
c/o GES Exposition Services
Toll Free: (800) 475-2098 U.S.
Fax: (866) 329-1437 U.S.
(702) 515-5970 International
www.ges.com/contact

Publicity Tips & Tools

Macworld 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 Macworld 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 Macworld Brand

Let everyone know you are exhibiting at Macworld 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 releases, you can increase your exposure exponentially. Both are official service partners for Macworld; 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 Macworld Expo 2009. 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 First Looks Program

Macworld's First Looks program offers exhibitors with unique marketing and promotional exposure before the event and onsite at the show. For more information on First Looks and how to submit your product, please see page 9 of this document, or refer to the Exhibitor/Currently Exhibiting portion of the Macworld Expo website at www.macworldexpo.com.

6. Take Advantage of our PR Strategy and Counsel

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

Contacting Your Macworld Expo PR Team

Macworld 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 Macworld PR plans
- Serve as a general media resource
- Potentially include information about your company's show activities in select Macworld 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 Macworld!

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 Macworld.**



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
cmccormack@idgworldexpo.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 Macworld Conference & Expo 2009. We will send an e-mail to all show PR contacts as soon as it is available for download on **December 5, 2008**.

To access the list, simply click on the “**Exhibitors**” button on the Macworld web site, and go to the section titled “**Exhibitor Resources**.” There, you will find another link to a “PR Resources” page that contains 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.

The First Looks Program and Press Release

Every year Macworld Conference & Expo serves as a launching pad for dozens of cool, new products. The First Looks Program is all about highlighting these new-to-market products that make their debut at the show, and helping attendees and the media learn more about them.

As a participant of the Macworld First Looks program, exhibitors will receive unique marketing and promotional exposure before the event and onsite at the show, including:

- Company and product listing on a dedicated First Looks page on the Macworld Conference & Expo Web site
- Mention of the program in the show preview press release, issued the week before the event
- First Looks logo accompaniment on the MyMacworld portal
- Mention of the program in the on site Show Guide
- Inclusion in on site signage highlighting First Looks companies
- A dedicated area in the Media Center where one page product descriptions can be placed
- Product inclusion on the First Looks Product Wall, to be located in the Media Center and throughout the Moscone Center
- Custom designed First Looks flags that can be displayed within your booth

Criteria to participate: All companies with a product that will launch at the show, or has launched within the past 4-6 months, are eligible to participate at no additional charge. Note: the product must be a new product, not a revision of an existing product.

To participate in the First Looks program, please complete the form on the Macworld Expo website under the **Exhibitor menu/Currently Exhibiting/First Looks page**. If you have additional questions about the First Looks program, please contact us at PR@macworldexpo.com.

The Media Reference Guide

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

To be included, send an e-mail to PR@macworldexpo.com with the following information no later than **December 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 timeframe of availability.
6. Summary of expertise (limited to 75 words)

Working with Virtual Press Office – Online Press Kits

As part of our efforts to implement business practices that are socially responsible and environmentally conscious, Macworld will no longer provide a place within the media center for exhibitors to display press kits. Instead, we are recommending that exhibitors utilize the services of VPO.

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

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.

Electronic press kits are 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.

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

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

There will be an area within the media center for CD-ROM's and thumb drives. Exhibitors who bring traditional 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 Macworld media relations team at PR@macworldexpo.com.

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, their 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.

For additional information on products available through Business Wire, please contact Leon Harbar at leon.harbar@businesswire.com.

Business Wire will also be offering all exhibitors a free distribution of a 100-word exhibitor profile. To submit your profile, please complete the form on the following page. All submissions must be received by **12:00PM ET on December 29, 2008**.



Macworld Conference & Expo 2009: Free 100-word Profile Form

Deadline to submit your free profile is 12:00PM Eastern, December 29, 2008.

Profiles will be distributed via Business Wire on January 5, 2009.

Please complete and E-MAIL the form below to

tradeshow.profiles@businesswire.com

(Note: PDF files can not be processed.)

| | |
|--------------------------------------|--|
| Show Name: | Macworld Conference & Expo 2009 |
| Company: | |
| Booth: | |
| Ticker Symbol & Exchange: | |
| Media Contact: | |
| Phone: | |
| E-mail: | |
| Web: | |
| VPO Press Kit URL: | |
| 100-word Company description: | |
| | |

Please note: profiles do not satisfy financial disclosure requirements. Profiles are compiled alphabetically into one release and issued before the event opens; do not include information that should not be made available to media before the event opens.

Please be sure to include accurate and up-to-date information in your profile; Business Wire cannot guarantee changes will be made to your profile once submitted.

If you have questions or need to distribute news releases, photos, and multimedia during the event, please contact Business Wire's Global Event Services Group at 310-820-9473 ext. 605.

The Macworld Media Center

Although the Macworld Media Center is reserved for media and bloggers, your company's presence is visible through a variety of media-center sponsorship opportunities. For more information, please contact Ellen Moorehead at emoorehead@idgworldexpo.com, or 508-988-7830.

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 the Macworld "First Looks" area where exhibitors will have the opportunity to post their Macworld new product announcements. For additional on the First Looks program, please visit the Macworld Expo website and complete the form found in under the **Exhibitor menu/Currently Exhibiting/First Looks**.

This year's Media Center is located in the South Hall of Moscone, Room 104.

Media Center Hours

| Day | Open | Close |
|----------------------|------------|-----------|
| Monday, January 5 | 10:00 a.m. | 6:00 p.m. |
| Tuesday, January 6 | 7:30 a.m. | 6:00 p.m. |
| Wednesday, January 7 | 10:00 a.m. | 6:00 p.m. |
| Thursday, January 8 | 10:00 a.m. | 6:00 p.m. |
| Friday, January 9 | 10:00 a.m. | 4:00 p.m. |

Press Room Amenities

- Mac Desktops
- Hi-speed internet and free wireless access
- Phone
- Copier
- Printers
- Lockers

NOTE: In our continued efforts to implement sustainable practices at our events, we will no longer provide a place for exhibitor press kits. We ask that you explore our Virtual Press Office option as an alternative, or you can bring press materials on CD-Rom or thumb drives.

The Press Release

Got a brand-new product you're introducing at Macworld? 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 ****

Setting Up a Press Conference

When your company is introducing a new product or has other major news, a press conference can provide an ideal environment to capture the attention of attending media. IDG World Expo offers a complimentary press conference room to exhibitors on a first-come, first-served basis, available in 45-minute time slots. **We will not begin accepting reservations until November 17th at 3:00PM ET.** To reserve your slot, follow these steps:

1. Print the form on the next page of this guide
2. Complete the form and fax to the number indicated at the bottom of the page
3. Wait for an e-mail from IDG World Expo confirming your slot, or suggesting an alternative time if necessary

Please be advised that the press conference room is equipped only with a microphone and podium. You must order all other necessary audio-visual equipment from the event's audio-visual vendor. The audio-visual order form, as well as contact information for the event's official catering service, will be sent in your confirmation email.

Some exhibitors choose to reserve their own meeting room in the facility for press conferences. These rooms can be reserved through IDG World Expo's sales department. If you are planning to hold a press conference outside of the official press conference room, please notify IDG World Expo's public relations team at PR@macworldexpo.com so that we can direct media to the right location.

IDG World Expo will send out a media advisory prior to the show that details all scheduled press conferences. The press conference schedule will also be available to media online, in the press room, in IDG World Expo official tradeshow press kits and on large signs outside of the press conference room.

Don't forget to promote your press conference by reaching out to the pre-registered media list.

Press Conference Room Reservation Form

Please complete the following form to reserve a time and date for the free press conference room at Macworld Conference & Expo. Time slots are limited to 45 minutes each. Exhibitors will also have approximately 15 minutes to set-up the room prior to the commencement of their press conference. **Fax all requests to (508) 620-6690, or email them to cmccormack@idqworldexpo.com. Remember, reservations are booked on a first come-first serve basis beginning November 17, 2008 at 3:00PM ET.**

1. Enter exhibitor name as it should appear in all promotional print materials:

2. Exhibitor contact information:

First Name _____ Last Name _____

Title _____

Phone _____ Fax _____

Mobile _____ E-mail _____

3. Select Desired Date and Time Slot: (Select your top **two** choices)

Tuesday, January 6, 2009

11:00 a.m. _____ 12:00 p.m. _____ 1:00 p.m. _____ 2:00 p.m. _____ 3:00 p.m. _____

4:00 p.m. _____

Wednesday, January 7, 2009

10:00 a.m. _____ 11:00 a.m. _____ 12:00 p.m. _____ 1:00 p.m. _____ 2:00 p.m. _____

3:00 p.m. _____ 4:00 p.m. _____

Thursday, January 8, 2009

10:00 a.m. _____ 11:00 a.m. _____ 12:00 p.m. _____ 1:00 p.m. _____ 2:00 p.m. _____

3:00 p.m. _____ 4:00 p.m. _____

Friday, January 9, 2009

10:00 a.m. _____ 11:00 a.m. _____ 12:00 p.m. _____ 1:00 p.m. _____ 2:00 p.m. _____

Please be advised that the press conference room is equipped only with a microphone and podium. You must order all other necessary audio-visual equipment from the event's audio-visual vendor. The audio-visual order form, as well as contact information for the event's official catering service, will be sent in your confirmation email.

Press Conference Tips

Press conferences are an extremely effective public relations tool in potentially reaching multiple reporters from the broadcast, print and trade press at a single event. Press conferences should be efficient and exciting, which will increase the prospect of your announcement being covered. However, coverage is predicated on having interesting, newsworthy and timely information to announce. Consider the following before deciding if a press conference is right for you:

- Is your story newsworthy, timely and of interest?
- Does the press conference offer the media special advantages such as interesting visuals and the opportunity to hear directly from industry experts or other important figures?
- Is there another equally or more effective way of delivering your story?

Once you have decided that holding a press conference is the most effective way for you to deliver your message, consider the following tips:

- Decide on the best time to hold your press conference. Make sure you do not choose a time that would conflict with other popular events taking place at Macworld that would force media to choose one over another
- Use the pre-registered press list to identify and reach out to your target media and send out electronic or printed invitations one month prior to Macworld.
- Follow-up with phone calls to your target media the week before Macworld to confirm their attendance
- Send out a media alert about your press conference prior to Macworld. It could be an effective way to inform media who register onsite and therefore would not be on the pre-registered press list.
- Follow-up with a “thank you” to the media that attended your press conference.

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 Macworld public relations team at PR@macworldexpo.com. 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 Macworld 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.

Summary of Deadlines

| | |
|--|-------------------|
| Submit PR Contact Form | Ongoing |
| First Looks Deadline | November 3, 2008 |
| Press Conference Reservations Open | November 17, 2008 |
| Pre-registered Press List Available..... | December 5, 2008 |
| The Media Reference Guide..... | December 22, 2008 |
| Business Wire Company Profile Form..... | December 29, 2008 |