



# designwest

center of the engineering universe

## REQUEST PRESS LIST

### **AVAILABLE ON March 22, 2013**

The roster of pre-registered press for DESIGN West provides contact information for analysts, reporters and editors who plan to cover the event. You must be a qualified exhibitor to obtain this list, which can be used to inform the press about your company's news and to set up meetings with journalists.

Reach out to the pre-registered press before the event! Take advantage of the opportunity to promote your on-site press conference, set up on-site press meetings in advance or include the press on a pre-event mailer.

The pre-registered press lists will be available online and downloadable prior to the conference.

**Download instructions will be sent to you on March 21, 2013.**

### **Back by popular demand, the Virtual Press Office (VPO) is FREE for all Exhibitors!**

As part of our ongoing efforts to implement socially and environmentally conscious business practices, we are pleased to continue using the Virtual Press Office for our conferences.

**There will be no *paper press kits bins, CDs or flash drives in the Media Center at DESIGN West.*** They have been replaced with an online, virtual press office that is fully integrated into the conference websites.

The VPO will provide media at DESIGN West and around the world online access to your news and press materials. It also offers reporting so that you can see which media has viewed your materials allowing for proactive follow up. **Best of all, this wonderful resource is completely free.**

Beyond being environmentally friendly, this policy change will ensure your news and press kits receive maximum exposure before, during and after the show. While you are welcome to bring press kits to your booth, we strongly recommend participating in the official Virtual Press Office as it's the most effective way to reach journalists.

**Once you receive the Press List, you can schedule meeting space with them through DESIGN West's Media Center.**

**Questions?** Contact Linda Uslander, Marketing Director, at [linda.uslander@ubm.com](mailto:linda.uslander@ubm.com).