



Dear Exhibitor:

We have created an extensive publicity campaign and includes news releases on all aspects of the Conference and several articles published in leading industry magazines. This year, we have two publicity opportunities on our website:

- Post one of your company videos to our [Exhibitor Video page](#) on our website under the Exposition tab.
- Post one of your company press releases on our website under the Exhibitor Press Releases in the Media Center. Please send your formatted press release as a pdf to [publicity@pittcon.org](mailto:publicity@pittcon.org). Each company will be limited to a one-time posting with no changes.

Pittcon will provide rooms for press conferences in the Orange County Convention Center. The room numbers are posted on the [Pittcon website](#). The Publicity Committee will schedule the rooms in one-half hour sessions from Monday, March 12 through Wednesday, March 14, 2012, between 8:00 a.m. and 5:00 p.m. There is a one-half hour time period between press conferences to allow for room maintenance. Space is limited, so please make your reservations soon as possible. There is no charge for this service.

Room reservations for press conferences should be made online by submitting the [Press Conference Request form](#) under the Exhibitor Services tab. Your confirmation will be sent via email. You may include a one-paragraph summary of your session; it will be posted on the Pittcon website as a link from your company's listing on the press conference schedule. **You are responsible for all other publicity concerning your press conference.** We strongly recommend you also notify members of the media in order to best serve your audience.

A screen, microphone, and LCD projector, with an operator, will be provided for use at no charge during your press conference. Any additional audio/visual needs are solely the responsibility of the exhibitor and must be arranged through the Pittcon 2012 A/V contractor:

- Mark Black, Audio-Visual Production Group (AVPG), phone: 504-581-2874  
Fax: 504-522-7302 or email: [mark@avpg.com](mailto:mark@avpg.com).

Additional information about AVPG and their services can be found in the Exhibitor Service Manual.

Food and beverage service is solely the responsibility of the exhibitor and must be arranged through .

Ali Sermersheim  
Centerplate  
(407) 685-5562  
[ali.sermersheim@centerplate.com](mailto:ali.sermersheim@centerplate.com)

There are two room set ups available —classroom or banquet style. Furniture in each room will be set for the entire week and must be returned to its original arrangement after each use. Rooms will seat approximately 160 to 240 people, depending upon the room and configuration.

Should you have any questions please do not hesitate to contact Marian Nardozzi at [nardozzi@pittcon.org](mailto:nardozzi@pittcon.org) or by phone at 800-825-3221 x 203. We look forward to seeing you in Orlando!