



## **Publicity Resources**

We have created an extensive publicity campaign which includes news releases on all aspects of the conference, various articles published in leading industry magazines, and working with a public relations firm on a complete local campaign. This year, we have the following publicity opportunities on our website:

- Post a company press releases on our website under the Exhibitor Press Releases in the Media Center. Please submit your formatted press release as a pdf:  
<https://pittcon.org/exhibitor/marketing-tools/#submit-pr>
- Complimentary rooms for press conferences in the Pennsylvania Convention Center. Press conferences will be schedules in one-half hour sessions from Tuesday, March 19 through Thursday, March 21, 8:00am -5:00pm. Space is limited, so please make your reservations as soon as possible.
  - Room reservations for press conferences should be made online by submitting the [Press Conference Request form](#).
  - You are responsible for all publicity concerning your press conference. We strongly recommend you notify members of the media in order to best serve your audience.
  - A screen, microphone, LCD projector and technician 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 2019 AV contractor: Mark Black, AVPG: [mark@avpg.com](mailto:mark@avpg.com).
  - Two room set ups are available —classroom or banquet style. Furniture in each room will be set for the entire week and no resets are permitted. Rooms will seat 140-180 people, depending upon the room and configuration.
  - Food and beverage service is solely the responsibility of the exhibitor and must be arranged through Aramark at the convention center: 215-418-2233 or [carpenter-bernard@aramark.com](mailto:carpenter-bernard@aramark.com).
- Download the list of registered press: <https://pittcon.org/press/>
- Post a white paper on the Pittcon website to highlight your company's innovations, latest research and newest techniques: <https://pittcon.org/exhibitor/marketing-tools/#white-papers>

Should you have any questions please do not hesitate to contact Kim Palastro at [palastro@pittcon.org](mailto:palastro@pittcon.org) or by phone at 800-825-3221 x 202. We look forward to seeing you in Philadelphia.