



Press Conference Reservation Form

Complete the form below to reserve the ASRW|NACE|CARS Media Center for your company's press conference. Once we receive this information, we will contact you to confirm and schedule your conference.

Tips for a Successful Press Conference

- Schedule your conference as soon as possible. Press conferences are scheduled on a first-come, first-served basis and there are certain times during which press conferences may not be held (keynote presentations and Exposition opening).
- Begin to promote your press conference at least one month before NACE | CARS. To help you promote your press conference, we will provide a list of pre-registered press upon request. Please allow one week for delivery of this list. Your press conference will be announced via an e-mail broadcast and posted in the on-site Media Center.
- The on-site Media Center is equipped with a standard microphone and podium. Additional audio/visual equipment and/or catering arrangements can be secured for your conference, if needed (at the exhibitor's expense). Consider incorporating your company logo into the background of the staging area for your conference.
- When holding your press conference, remember that editors have very demanding schedules during NACE | CARS. Rehearse your conference prior to your press conference, make sure it is newsworthy, well organized and brief, and that it starts on time. Press conferences, when done right, give reporters everything they need to write the story.
- Prepare press kits with your company's information and have a few extra kits available for display in the on-site Media Center.
- All press conferences scheduled during NACE | CARS take place in the Media Center located in the lobby of the Morial Convention Center. If you are having a media gathering at your booth, please notify us in advance so we may direct the press. (Trade press representatives are not allowed on the show floor before the daily opening of the Exposition without authorization from Show Management at least one month prior to NACE | CARS.)
- Consider posting –NACE | CARS follow-up with reporters. This communication will serve as a reminder of your company and the news you released during your conference.

Company: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Telephone: _____ **Contact:** _____

E-Mail Address: _____ **Website:** _____

Subject of press conference: _____ **REQUIRED**

Date / Time / Length requested for press conference: _____

Catering Needs: _____

EXHIBITORS ARE RESPONSIBLE FOR THE COORDINATION AND EXPENSE OF ANY/ALL CATERING NEEDS.

Mail or Fax this form to:
Shelby Hausler
ASRW | NACE | CARS Marketing Manager
NACE ■ P.O. Box 612128 ■ Dallas, Texas 75261-2128
Toll-Free 888-529-1641 ■ Direct 972-536-6318 ■ Fax: 972-536-6445