

## **NATPE 2008 PRESS ROOM**

The Lippin Group is the official public relations firm for the 2008 NATPE Conference and Exhibition.

### **Press Room Information**

- The press room will be set up for the use of working press only.
- A special area will be designated for news releases and press kits which will be made available to the media.
- A bulletin board with limited space will be available for important announcements and messages.
- The Lippin Group suggests you bring approximately 250 press kits for use at the convention.
- Each Exhibitor/Media Relations Representative is responsible for maintaining their company's supply of press materials for the duration of the conference.

### **Press Room Hours**

Monday, January 28: 9am – 5pm

Tuesday, January 29: 8am – 6pm

Wednesday, January 30: 8am – 6pm

Thursday, January 31: 8am – 2pm

### **Media Relations**

A media relations form is enclosed for your in-house or outside press staff to complete. When the form is returned to The Lippin Group, your media relations representative will be added to a list to receive NATPE 2008 updates and information from The Lippin Group prior to the conference.

Upon request, reporters can get a comprehensive list of media relations contacts for the NATPE 2008 exhibiting companies. The press will be informed that all interview requests for company executives and celebrities, as well as any in-booth media coverage, must be cleared by the exhibitor. This will help to avoid any unwanted or intrusive media coverage.