

The logo for 'ON DEMAND CONFERENCE & EXPOSITION' features a stylized red graphic on the left composed of several squares of varying sizes and orientations, resembling a staircase or a cluster of data points. To the right of this graphic, the words 'ON DEMAND' are written in a large, bold, black, sans-serif font. Below 'ON DEMAND', the words 'CONFERENCE & EXPOSITION' are written in a smaller, bold, black, sans-serif font. A small 'TM' trademark symbol is located at the top right of the 'ON DEMAND' text.

ON DEMAND™ CONFERENCE & EXPOSITION

GUIDE TO A SAMPLE PRESS RELEASE

Things to keep in mind when writing a press release:

- For Immediate Release tells the reporter that the news can be used when they receive it. If the news is to be held or embargoed, put a specific date as to when the news can be released.
- A contact name with a phone and email must be included. If the news is being released from the Show, put a local number or cell phone number and make sure to include the booth number.
- The dateline should include the date and location (Philadelphia, PA, if the news is being released during the Show)
- The lead needs to be compelling and grab the readers attention, and include the most important information such as who, what, where, when and why.
- Sentences should be about 25 words long. Write clearly and concisely, avoid wording that might confuse the reader.
- End the release with ###, centered at the bottom of the page.
- If a release is on two pages, write –more- at the bottom of the page, and put a header on the top of each page.

See the following page for a sample press release. Fill in all the sections in italics. For additional information or assistance in writing a strong press release contact Amy Riemer at 978-475-4441 or via email at amy@riemercommunications.com

COMPANY LOGO

FOR IMMEDIATE RELEASE

For further information, Contact

Contact Name

Company Name

Telephone Number

Email Address

(NAME OF EXHIBITING COMPANY) TO EXHIBIT AT ON DEMAND CONFERENCE & EXPO – THE LARGEST DIGITAL PRINTING AND AUTOMATED PRODUCTION EVENT IN NORTH AMERICA - TAKING PLACE IN PHILADELPHIA, APRIL 20-22, 2010

(Description of products/services) to be Showcased at This Leading Industry Event

City, State – Month Day, 2010 – (Company Name and one line description) will participate as an exhibitor at the ON DEMAND Conference & Exposition at the Pennsylvania Convention Center in Philadelphia, PA April 20-22, 2010 in **Booth <#>**. **(Describe products/services to be showcased at event or other pertinent information such as sponsoring, speaking, etc. taking place.)**

The ON DEMAND Conference & Expo is the leading Digital Printing Conference, encompassing all the technologies used to create, manage, personalize, print and deliver content. The contributing sponsor of the event is InfoTrends, the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. The ON DEMAND conference program will offer seven tracks with over forty sessions during the two-day program. The in-depth conference program features the world's leading authorities, who will examine the most up-to-date innovations, in a carefully designed program.

Add paragraph about company's products and services being showcased

Add quote from exhibiting company executive

About (Company Name)

(Boilerplate paragraph about your company)

About InfoTrends

InfoTrends, a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. InfoTrends provides research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses.

About Questex Media Group, LLC.

The ON DEMAND Conference & Exposition is produced and managed by Questex Media Group, LLC, a global, diversified business-to-business integrated media and information provider, headquartered in Newton, MA. For information, visit www.ondemandexpo.com or call 888-824-3004 (US) or 972-620-3005 (Outside US).

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