



23rd Annual International Women in Aviation Conference

March 8 - 10, 2012

Hilton Anatole ~ Dallas, TX

PRESS ROOM PARTICIPATION FORM
DEADLINE: FEBRUARY 25, 2012

Yes, I want to participate in the Press Room.

COMPLETE INFORMATION

Exhibit Space No.(s): _____
Company Name: _____
Address: _____
City: _____
State: _____ Zip: _____
Phone: _____
Fax: _____
E-mail: _____

Get More Media Attention

- ✓ This is your opportunity to reach the top media representatives.
- ✓ Informative press packets make media more responsive to your company and your products.
- ✓ Consider your press packet as an invitation to your booth.

1. Women in Aviation, International provides a Press Room for exhibitors to display information about their company and products. There is no charge to participate in the Press Room. If requested, each participating exhibitor will have a space of 1 ½' x 1 ½' to display press packets. WAI will try to facilitate any press exposure a company desires. If you have a new product or big announcement, let us know ~ we'll send the media in your direction (it is very important to know booth numbers).
2. The Press Room is open to members of the working press only. Exhibitors and attendees will not be allowed to browse.
3. Press Room participants are requested to bring **20-30 press packets to the Press Room, on Thursday, March 8, 2012 by 10 AM.** Check at the Exhibitor Registration or signage for location of pressroom. Any leftover press packets can be picked up between 2:00 and 3:00 PM on Friday, March 9. Unclaimed packets will be discarded. Please **do not** ship these packets directly to Women in Aviation, International.
4. When designing your press packet, keep in mind:
 - ★ "Carry ability." How heavy is it? Does it fit easily into a bag or briefcase?
 - ★ Binders are unwieldy. Most press attendees prefer lightweight folders with pockets.
 - ★ Make sure your press packet is easily identified from the outside with company name and/or logo.
 - ★ Be sure to include your booth number, so the press attendee can find you on the show floor for any follow-up.
5. What does the media want in a press packet? Consider these items:
 - ★ **News releases** - written to disseminate information for publicity covering organizational, financial or product information.
 - ★ **Bio sheet** - corporate structure, executive staff chart, sales figures
 - ★ **Product information** - specs, distribution methods, pricing
 - ★ **Photos** - products, executives
 - ★ **Contacts** - names and numbers (people accessible at the conference and the office)
 - ★ **Clearly state the reason for offering the press packet** – i.e., new product, technology breakthrough, top company in its field, new and/or rising company, unique production.
 - ★ **Brochures, newsletters and business cards** may also be included.

6. Fax or email this form to:

Amy Laboda, Editor
Aviation for Women
Women in Aviation, International

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