



ASIS 2010 PRESS CONFERENCE RESERVATION FORM

To make a reservation for a press conference in the Press Room of ASIS International's 56th Annual Seminar and Exhibits (ASIS 2010), submit this form by fax to +1.703.706.3709 (Attn: Leigh A. McGuire).

All information requested below MUST be received in order to confirm your reservation. The deadline for submission is Monday, September 27, 2010.

Press conferences will be scheduled on the hour, from 8:00 am to 3:00 pm, on Tuesday, Wednesday, and Thursday, October 12-14, in room D-227 of the Dallas Convention Center.

Set up for each press conference will begin 15 minutes prior to the scheduled start time. A podium, microphone, LCD projector, screen, and chairs will be available, courtesy of ASIS. Any additional audiovisual needs must be ordered through the audiovisual company for the Seminar and will be at the expense of the press conference sponsor. Any exceptional requirements or questions should be submitted by email to the Press Room contact.

ASIS does not assume responsibility for bringing media to individual press conferences. This is the responsibility of the company/organization holding the press conference. Exhibitors holding a press conference must contact media directly to invite them to their press conference.

ASIS 2010 Press Room Contact:

Leigh A. McGuire

Email: leigh.mcguire@asisonline.org

Fax: +1.703.706.3709

Ph: +1.703.518-1465

CONTACT

The person identified below should be your organization's media relations contact for ASIS 2010.

Name: _____

Title: _____

Organization: _____

Email: _____ Telephone: _____

Onsite Mobile: _____

If your onsite contact differs from above, please provide addition information below.

Name: _____

Title: _____

Organization: _____

Email: _____ Onsite Mobile: _____

RESERVATION DATE AND TIME

Please provide a primary (#1) and secondary (#2) day and time (8:00 am to 3:00 pm) for your press conference.

- Tuesday, October 12, 2010
Time(s): _____
- Wednesday, October 13, 2010
Time(s): _____
- Thursday, October 14, 2010
Time(s): _____

DESCRIPTION AND SPEAKER(s)

Please provide a title for your press conference, along with a brief description and speakers.

Title: _____
 Description: _____

Speaker(s):
 Name: _____
 Organization: _____ Title: _____

Name: _____
 Organization: _____ Title: _____

Name: _____
 Organization: _____ Title: _____

A daily schedule will be posted outside the Press Room. Here is an example of typical press conference listing:

Tuesday, October 11, 2010

8:00 am XYZ Company Launches New Line of High Resolution Cameras

Speakers: John Smith, Vice President of Engineering, XYZ Company
 Jane Doe, Vice President of Marketing, XYZ Company

Description: XYZ Company, a leading innovator of high-end video solutions, is pleased to announce the recent release of a new line of high resolution cameras. The line’s leader engineer will present the breakthrough technology that allows the cameras to display unprecedented image quality at unrivaled speed.

Media contact: Patty Rice, pr@xyz.com, +1.123. 456.7890

New product press releases:

Exhibitors may submit *one*, PDF-formatted press release up to two pages in length for display on the ASIS 2010 Website. Your featured new product or service must be introduced between October 2009 and October 2010. Any photos of the new product must be inserted into the body of the news release.

Press kits:

Press kits may be delivered to the Press Room receptionist any time during Press Room hours; however, Monday, October 11, is recommended. Please do not disturb an ongoing press conference in order to drop off press kits. Companies are asked to limit the display of press kits to 10 at any one time.

Please refer to the ASIS Press Room Fact Sheet for more information on Press Room operations.