



Important PR Information for Exhibitors

**There have been some changes to our PR policies.
Please read this information carefully.**

FETC has a long history of being the premier destination for press covering the preK – 12 education technology category. Over the years, top-tier and trade media outlets have sent their key journalists to cover the event. Exhibitors and sponsors are encouraged to maximize their press and analyst participation through press releases, media advisories and onsite briefings.

Frequently asked questions about the 37th National Future of Education Technology Conference's press operations follow here:

Where is the Analyst, Bloggers & Press Room?

The show's Analyst, Bloggers & Press Room is conveniently located in South 230H of the Orange County Convention Center. Please note that this room is ONLY for meetings with those analysts, bloggers and press credentialed by FETC. If you have other meeting requirements, such as with prospects or partners, you must seek alternate meeting locations.

Selling in the Analyst, Bloggers & Press Room is strictly prohibited. Anyone selling services, advertising, etc. in the Analyst, Bloggers & Press Room will be immediately expelled from the room, and risks expulsion from the conference.

When is the Analyst, Bloggers & Press Room open?

Analyst, Bloggers & Press Room Hours:

Tuesday, January 24, 2017	7:00 a.m. – 5:00 p.m. EST
Wednesday, January 25, 2017	7:00 a.m. – 6:00 p.m. EST
Thursday, January 26, 2017	7:00 a.m. – 5:00 p.m. EST
Friday, January 27, 2017	7:00 a.m. – 2:00 p.m. EST

Who can access to the Analyst, Bloggers & Press Room?

To join a confirmed meeting being held in the Analyst, Bloggers & Press Room, the following registration categories are permitted access:

- Exhibitor Full Conference
- Full Conference, if accompanied by the exhibitor for a confirmed meeting
- Conference Speaker
- Analyst, Blogger or Press Badge, issued by FETC
- Exhibitor Booth Only
- Sponsor Expo Only
- Sponsor Full Conference

Expo Only passes do not have access to the Analyst, Bloggers & Press Room. There will be no exceptions.

Is it ok to leave items in the Analyst, Bloggers & Press Room?

No, it is not possible to ensure the safety and security of items such as iPads, laptops, suitcases, etc. in the room. Please make other arrangements for the storage of these items.

Is Wi-Fi available in the Analyst, Bloggers & Press Room?

The Conference has Wi-Fi and it is enabled in the Analyst, Bloggers & Press Room. The access codes will be available at the registration desk.

Does the Conference have a pre-registered press list?

Yes, the pre-registered press list is available to all exhibitors and sponsors in good-standing. It can be requested by emailing jeanne@devonpr.com.

Is the Conference active on social media?

The official Twitter hashtag for FETC is #FETC. Also, please consider joining/following the conference on LinkedIn (www.linkedin.com/groups/Future-Education-Technology-Conference-FETC-8349847/about) and Facebook (www.facebook.com/FETC1/).

Can I make arrangements for videography and photography?

Photography and videography is permitted at the Future of Education Technology Conference only with media credentials and prior approval provided by the Future of Education Technology Conference Media department. Under no circumstances are tripods, lights and elaborate set ups permitted in any Future of Education Technology Conference venue hallways.

For questions about Videography and Photography, please contact Renette Fortune by emailing rfortune@lrp.com.

What's the process for press releases?

Exhibitors are encouraged to distribute news releases and media advisories in advance of and during the event.

Marketwired is the official wire service for FETC. Exhibitors, sponsors and attendees will receive a 15 percent discount on High Tech Hot Spots newswire for press releases issued about FETC. Details about Marketwired can be accessed at <http://www.marketwired.com/> and your local Marketwired bureau can assist you with the transmittal of your press releases. Remember to mention FETC.

What's the process for holding a press conference?

Time and space support a limited number of press conferences, which will be scheduled in the press room on a first requested basis. The deadline is January 16, 2017 and requests should be emailed to rfortune@lrp.com.

Where do I send press kits?

The dedicated Analyst, Bloggers & Press Room has tables available for the display of press kits. If you are interested in having your press materials in this room, you are responsible for hand-carrying them to the Analyst, Bloggers & Press Room. It is not possible to ship press kits.

The Analyst, Bloggers & Press Room is monitored by the conference's PR firm, The Devon Group. If you have provided ample inventory, your press kits will be replenished during press room hours. Please note that any press kits that are not picked up by the end of the conference will be discarded.

I have additional questions. Who can I contact for assistance?

Please contact The Devon Group by emailing jeanne@devonpr.com.

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