



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 National Future of Education Technology Conference's press operations follow here:

Where is the Press Room?

The show's Analyst, Bloggers & Press Room is conveniently located in South 322 of the Orange County Convention Center. Please note that this room is ONLY for meetings with those 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 Press Room Open?

Analyst, Bloggers & Press Room Hours:

Tuesday, January 23, 2018	7a.m. – 4p.m. EST
Wednesday, January 24, 2018	7a.m. – 4p.m. EST
Thursday, January 25, 2018	7a.m. – 4p.m. EST
Friday, January 26, 2018	7a.m. – 12p.m. EST

How Do I Gain Entrance 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, Media 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.

Can I 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 ross@mindrocketmediagroup.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 rfortune@lrp.com

What's the Process for Press Releases?

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

Where do I send Press Kits?

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

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 Ross at MindRocket Media by emailing ross@mindrocketmediagroup.com.