



## ITW 2017 PRESS ROOM FAQs

Once again, ITW will host a press room at ITW 2017 taking place in Chicago 14-17 May, 2017. The press room will be located in the Swissôtel, Swiss Tower, Gold Level, Lucerne 1.

**What are the hours of the press room?** Registered ITW attendees can submit information to the press directly online or bring printed materials during press room operating hours.

Sunday, May 14	2:00 PM to 5:00 PM
Monday, May 15	8:00 AM to 5:00 PM
Tuesday, May 16	8:00 AM to 5:00 PM
Wednesday, May 17	8:00 AM to 5:00 PM

**Can I submit a press release for distribution prior to the ITW 2017 conference?** Yes. You can submit your press release electronically in Word format directly at the [submit a press release page](#) or you may email relevant information to [ITW2017@imillerpr.com](mailto:ITW2017@imillerpr.com) by 11:59PM May 12, 2017. After May 12, you can drop off materials directly in the press room during normal hours of operation.

**What happens to my press release if I don't select Marketwired distribution?** All press releases are filed in electronic folders provided exclusively to participating media. They will have untethered access to peruse submitted press releases at their leisure (embargoed releases included). Those releases are compiled to prepare a daily summary for attending media and for the newsletter distributed to our proprietary database at the end of each day. There is no fee for this service, it's a value-add offered to participants.

**How do I schedule a press interview?** There are a few ways for you to request an interview with the media. The [MeetMe System](#) offers you a central location to contact and schedule meetings with registered attendees of ITW 2017, including the media. To request a copy of the registered press, you may [download the list directly via this link](#).

**I would like to provide information for inclusion in the ITW Show Daily. Can I send the information directly to the magazine?** Yes. You can contact the [News and Content Editor](#) directly to submit your news or you can simply [Submit a Press Release](#) via the ITW 2017 online press room page. The news and content editor should also be contacted as soon as possible for late-breaking news and to announce press conferences held during ITW. To increase your chances of inclusion, it is recommended to submit your embargoed news releases beginning April 17.

*Please note:* The Capacity Magazine editorial team will be producing much of the Show Daily material in advance and will make all decisions regarding Show Daily content. When you do submit, provide high-resolution photos and clearly state your embargoed publication date. You will be notified if your release is selected for the ITW Show Daily.

**Do I need to be registered as an ITW attendee to meet with the media?** Yes, only individuals with ITW 2017 registration badges are admitted to the press room which is located in the Swissôtel, Swiss Tower, Gold Level, Lucerne 1.

For any additional questions you may have, please contact **iMiller Public Relations** at [ITW2017@imillerpr.com](mailto:ITW2017@imillerpr.com). An iMPR team member will respond promptly to your request.