



ITW 2018 PRESS ROOM FAQs

International Telecoms Week will host a press room at ITW 2018, taking place May 6-9, 2018 in Chicago, IL. The press room will be located in the Swissôtel, Swiss Tower, Gold Level, Lucerne 1.

What are the hours of the press room? The ITW Press Room is for exclusive use by media to hold meetings and for officially designated media events such as press conferences. Registered ITW attendees can submit information to the press directly online or bring printed materials during press room operating hours.

Monday, May 7	8:00 AM to 5:00 PM
Tuesday, May 8	8:00 AM to 5:00 PM
Wednesday, May 9	8:00 AM to 3:00 PM

Can I submit a press release for distribution prior to the ITW 2018 conference? Yes. You can submit your press release electronically in Word format directly through the [submit a press release page](#) or you may email relevant information to ITW2018PR@imillerpr.com by 11:59 PM May 4, 2018. After May 4, you can drop off materials directly in the press room during normal hours of operation. Please note that we cannot accept news submissions that have a distribution date prior to May 1, 2018.

What happens to my press release if I don't select a Nasdaq distribution? All press releases are filed in electronic folders provided exclusively to participating media. The media will have untethered access to peruse submitted press releases at their leisure (embargoed releases included). These 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.

What does the Nasdaq distribution include? We recommend this option to increase exposure and SEO for your news. Through a negotiated reduced fee, your press release can be distributed over the [National US](#) or [Technology Centers](#) circuits. We are able to include one company logo and one image at no extra cost. To qualify for the reduced rate, the press release must include mention of ITW 2018. The ITW Press Room team will provide a distribution report one week from its release date.

How do I schedule interviews with the media? 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 2018, including the media. To request a copy of the registered press, you may [download the list directly via this link](#).

Can I schedule a Press Conference? Press conferences will be held in the Press Room on Monday and Tuesday between the hours of 12 pm - 1 pm and will be scheduled in order of request. If you'd like your press conference to be held at a different time, please reach out to our press room staff with your request.

I would like to provide information for inclusion in the ITW Show Daily. Can I send the information directly to the magazine? Yes and we'd suggest that you submit both ways. You can contact the [News and Content Editor](#) directly to submit your news or you can simply [Submit a Press Release](#) via the ITW 2018 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 before April 20.

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 2018 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 ITW2018PR@imillerpr.com. An iMPR team member will respond promptly to your request.