

Capacity Europe 2019 Media Zone FAQs

Capacity Europe will host a Media Zone at the conference & expo taking place October 28-31, 2019 in London, United Kingdom. The Media Zone will be located the [Intercontinental London - "The O2"](#).

What are the hours of the Media Zone? The Media Zone is for exclusive use by on-site media to hold briefings and for officially designated media events such as press conferences. Registered Capacity Europe attendees can submit information to the press directly online or bring printed materials during operating hours.

Tuesday, October 29	8:00 to 17:00
Wednesday, October 30	8:00 to 17:00

Can I submit a press release for distribution prior to the Capacity Europe 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 CapacityEU19@imillerpr.com. A press release must be received by 5:00 PM of the previous day for it to be included in the news announcements for the following day. Copies of press materials can also be dropped directly in the Media Zone during normal hours of operation. Please note that we cannot accept news submissions that have a distribution date prior to October 25, 2019.

What happens to my press release if I don't select a BusinessWire 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 BusinessWire 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 Corridor](#) circuits. We are able to include one company logo. The Media Zone 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 Capacity Europe, 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 a conference room on Monday and Tuesday and will be scheduled in order of request and availability of conference slots. If you'd like your press conference to be held at a different time, please reach out to Liss Booth (liss.boothandford@capacitymedia.com).

I would like to provide information for inclusion in the Capacity Europe News. 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 (editorial@capacitymedia.com) directly to submit your news and you can simply Submit a Press Release via the Capacity Europe 2019 online Media Zone 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 the conference. No coverage is guaranteed.

Please note: The Capacity editorial team will make all decisions regarding content they will publish. When you do submit, provide high-resolution photos and clearly state your embargoed publication date.

Do I need to be registered as an attendee to meet with the media? Yes, only individuals with Capacity Europe 2019 registration badges are admitted to the Media Zone, which is located in the exhibit floor of the Intercontinental London - The O2.

For any additional questions you may have, please contact **iMiller Public Relations** at CapacityEU19@imillerpr.com. An iMPR team member will respond promptly to your request.

