



## VIRTUAL ITW 2020 PRESS ROOM FAQs

[International Telecoms Week \(ITW\)](#) will host a 24/7 virtual press room taking place June 15-18, 2020. Starting on June 1, 2020, registered ITW attendees can submit information to the media directly online via the [press room portals](#) and the ExpoPlatform.

**When can I access the virtual press room?** The ITW Press Room is for exclusive use by the media to interact and schedule meetings and for officially designated media events such as press conferences. Staff will be able to assist you between: June 15-18.

**How Can the Virtual Press Room Increase my Company's Exposure?** Companies will be able to create profiles for their spokespersons using the ExpoPlatform that allows them to share information about themselves. Through the platform, ITW will offer a virtual Press Room booth where anyone can meet and request meetings with the registered press list. The virtual press room will include all the digital features that allow companies to share press releases and submit interviews.

**Can I submit a press release for distribution prior to ITW Virtual?** We encourage you to do so by submitting your press release in Word format directly through the [submit a press release page](#). Relevant information can also be sent to [ITW2020@imillerpr.com](mailto:ITW2020@imillerpr.com) or to the editor, [editorial@capacitymedia.com](mailto:editorial@capacitymedia.com). A press release must be received by 3:00 PM ET of the previous day for it to be included in the news announcements for the following day.

**What happens to my press release after I submit?** 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.

**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. To qualify for the reduced rate, the press release must include mention of ITW 2020. The ITW Press Room team will provide a distribution report one week from its release date.

**How do I schedule interviews with the media?** Similar to previous ITWs, the ExpoPlatform offers a central location to contact and schedule meetings with registered press and analysts. It is also possible to request a copy of the registered press list, you may request the most recent list at [ITW2020@imillerpr.com](mailto:ITW2020@imillerpr.com) or visit the press room virtual booth to request a briefing.

**How do I submit a Q&A to DataCenterPOST?** At no cost to you, ITW is offering attendees for publication on respected industry publication Data Center POST and promotion to its several thousand followers via social media and inclusion in weekly newsletters. Visit the submission form link [here](#).

**Can I schedule a Press Conference?** Press conferences will be livestreamed and scheduled in order of request and at the discretion of ITW staff. The virtual event schedule can accommodate a maximum of 2 press conferences on Monday and Tuesday. Press conferences are limited to major announcements and "hard news" that is relevant to the industry. ITW will assist in promoting the livestreamed press conferences to press and analysts to attend.

**I would like to provide information for inclusion in the ITW Show Daily. Can I send the information directly to the magazine?** You can contact the [News and Content Editor](#) directly to submit your news or you can simply Submit a Press Release via the ITW 2020 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.

*Please note:* The Capacity 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. *\*The deadline for the Show Daily "Call for News" is June 5, 2020.*

**Do I need to be registered as an ITW attendee to meet with the media?** Yes, only individuals with ITW 2020 registration and expo access are able to access the press list and online press room portal.

For any additional questions you may have, please contact **iMiller Public Relations** at [ITW2020@imillerpr.com](mailto:ITW2020@imillerpr.com) and a member of our staff will respond promptly to your request.