



ONUG Fall 2020! PRESS ROOM FAQs

ONUG will host a virtual press room at its annual ONUG Fall conference & expo, taking place October 14-15, 2020. The press room staff will facilitate media and analysts to ensure participation with virtual attendees and sessions.

What are the hours of the press room? The ONUG Fall Press Room is for exclusive use by the media to interact and schedule meetings and for officially designated media events. Staff will be able to assist you between October 14-15, 9 - 5 pm ET.

How Can the Virtual Press Room Increase my Company's Exposure? Companies will be able to create profiles for their spokespersons using the virtual HopIn platform. Through the platform, ONUG 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 the ONUG 2020 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 onug@imillerpr.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 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. To qualify for the reduced rate, the press release must include mention of ONUG 2020. The ONUG Press Room team will provide a distribution report one week from its release date.

How do I schedule interviews with the media? To request a copy of the registered press, you may download the list directly via the press room site and enter the required password. Once you have the press list, you will be able to contact them directly to send up virtual media briefings. The ONUG press room team does not manage the schedules of individual attending companies.

What is the Telecom Newsroom Q&A opportunity? We are pleased to offer attendees an opportunity to submit a written Q&A that will be published on a respected industry online publication and promoted via various channels that are reached by the ONUG audience. After a review process, Q&As are published on Telecom Newsroom and companies are advised on the promotional process.

Do I need to be registered as an ONUG 2020 attendee to meet with the media? Yes, only individuals who registered for the virtual live stream event are allowed to access and reach out to the press and analyst list.

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