



ISA 6-8 October  
Reliant Center, Houston, TX

# ISA EXPO 2009

## Press Conference Scheduling Form

**Deadline:**  
21 September 2009

A press conference room is available at the Reliant Center for conducting press conferences. The ISA EXPO 2009 press conference room is located in Room 105C at Reliant Center. ISA encourages exhibitors to hold press conferences only for significant announcements.

Press conferences are scheduled from 12:00 p.m. to 5:00 p.m. on Tuesday, 6 October, 10:00 a.m. to 5:00 p.m. on Wednesday, 7 October, and 10:00 a.m. to 3:00 p.m. on Thursday, 8 October. Time slots are reserved on a first-come, first-serve basis. Please note that press conferences are limited to 30 minutes, including set-up and breakdown of any contracted services. Catering can only be arranged for your press conference by contacting Aramark, official caterer for Reliant Center, at (832) 667-2420.

Standard press theater equipment includes:

- LCD projector
- VCR
- Podium with microphone
- Large screen
- Head table with microphones
- Classroom style seating

To schedule a press conference, please fax this completed form to Crystal Strickland at (919) 990-9434. If you have any questions regarding press conferences, please contact **Crystal Strickland at (919) 990-9255 or cstrickland@isa.org**.

### 1. Exhibiting Company Information

**Please Type:**

Exhibiting Company \_\_\_\_\_ Booth No. \_\_\_\_\_  
 Contact person \_\_\_\_\_ Telephone \_\_\_\_\_  
 E-mail \_\_\_\_\_ Fax \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_  
 State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_

### 2. Public Relations/Advertising Agency Information

Agency \_\_\_\_\_  
 Contact person \_\_\_\_\_ Telephone \_\_\_\_\_  
 E-mail \_\_\_\_\_ Fax \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_  
 State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_

### 3. Time Slot Preferences

Please list your preferences below. An ISA representative will contact you to confirm your press conference time.

Choice 1: Date \_\_\_\_\_ Time \_\_\_\_\_  
 Choice 2: Date \_\_\_\_\_ Time \_\_\_\_\_

### 4. Content Information

Briefly describe the topic/content of your press conference \_\_\_\_\_

\_\_\_\_\_

Please describe any unique products or novel demonstrations that you will feature in your exhibit \_\_\_\_\_

\_\_\_\_\_

Would you like your event announced to the media in advance?  Yes  No

Return form to: Crystal Strickland  
 ISA Corporate Communications Coordinator  
 Phone: (919) 990-9255  
 Fax: (919) 990-9434  
 E-mail: cstrickland@isa.org