

# DesignCon 2018 PR Toolkit:

**Check List:** Make the most out of your participation in DesignCon 2018 by leveraging media opportunities to gain exposure

- Like the [DesignCon Facebook page](#)
- Follow [DesignCon on Twitter](#)
- Promote your company using the #DesignCon hashtag on twitter
- Tag @UBMDesignCon on twitter
- Request the media list from [designconpr@ubm.com](mailto:designconpr@ubm.com) starting January 2, 2018
- Drop your media kit off in the DesignCon press office, room 203

**Promote Your Presence:** If your company is planning to make an announcement at DesignCon 2018 or is interested in free PR opportunities, we have outlined what is offered by the DesignCon PR team below. If you have any questions, please reach out to [DesignConPR@ubm.com](mailto:DesignConPR@ubm.com).

**Press Release:** We encourage you to create and distribute your own press release announcing your participation at the event for increased exposure. If you are planning to announce your presence at DesignCon 2018, we have outlined some guidelines to follow in order to help you succeed:

- Full event name, date and location should be included in the first paragraph: *DesignCon 2018 is taking place January 30 - February 1 at the Santa Clara Convention Center in San Jose, CA.*
- Event boilerplate should be included in the press release, please see below:

## **Boilerplate:**

### **About DesignCon**

DesignCon is the world's premier conference for chip, board and systems design engineers in the high-speed communications and semiconductor communities. DesignCon, created by engineers for engineers, takes place annually in Silicon Valley and remains the largest gathering of chip, board and systems designers in the country. This three-day technical conference and expo combines technical paper sessions, tutorials, industry panels, product demos and exhibits from the industry's leading experts and solutions providers. More information is available at [DesignCon.com](http://DesignCon.com). DesignCon is organized by UBM plc. UBM is the largest pure-play B2B Events organizer in the world. Our 3,750+ people, based in more than 20 countries, serve more than 50 different sectors. Our deep knowledge and passion for these sectors allow us to create valuable experiences which enable our customers to succeed. Please visit [www.ubm.com](http://www.ubm.com) for the latest news and information about UBM.

**Press Office:** The Press Office will be located in room 202 & 203 of the Santa Clara Convention Center. Room 202 is an area for the press to work and hold interviews or meetings. Exhibitors who have secured media briefings can use this space for interview.

Room 203 is an area where members of the press can work on stories, check emails, and relax.

Exhibitors are encouraged to drop **Press Kits** in room 203 on the first day of the tradeshow. We recommend bringing 20-30 press kits, which may include the following:

- A press release about recent company news
- Company Background Info
- Executive Bios
- Images of your products
- Contact Information

**Media List:** The list of pre-registered journalists and reporters covering DesignCon 2018 will be available one month before the event. The media list will include contact information for members of the media who will attend and cover DesignCon 2018, you may contact each member of the press on an individual basis.

We do not recommend blasting the entire press list; instead, please research each contact carefully to ensure the news you are providing is within their scope of coverage. You should send them an email pitch with products you will launch at DesignCon 2018, and explain how and why the product you're launching is newsworthy.

Not all media will be pre-registered. We also encourage you to conduct outreach to media contacts with whom you regularly communicate.

If you are interested in accessing this list, please reach out to [DesignConPR@ubm.com](mailto:DesignConPR@ubm.com)

**Press Meetings:** Many exhibitors book one-on-one appointments with the media. These briefings are a great opportunity to provide the press with a deep dive into your company or an inside look at a new product. **If you secure any interview requests with media you can utilize room 202 in the Santa Clara Convention Center to host your interview.**

Here are some tips to consider when attempting to secure one-on-one time with the press:

- In your initial request, include a well-crafted pitch outlining what sets you or your company apart and why the reporter you are reaching out to should write a story about you.
- Once you confirm a meeting with the press, send them a calendar invite for the date and time of your briefing. Please make sure not to double-book.

- Send a friendly confirmation or reminder email two or three days before the event. This email should include your on-site contact information in the event of a schedule change.
- Tradeshows are very busy, so please be prepared for late arrivals and no-shows.
- Prepare for the interview. Consider what you pitched to the press and prepare for any questions that could originate from the topic you are discussing. Make sure you are well versed and fully understand your company's product, history, value proposition, and the industry. Develop talking point beforehand and be sure to practice speaking to those talking points to ensure that you are accurately conveying the correct message.