



**OCTOBER 15-17, 2024**  
 ORANGE COUNTY CONVENTION CENTER  
 ORLANDO

**EXHIBITOR PRESS CONFERENCE  
 RESERVATION FORM**

- Show Management will coordinate exhibitor news conferences to ensure minimal overlap.
- **Exhibitors are responsible for their own arrangements—i.e. catering, audio visual, etc.**
- Times are available on a first come, first served basis.

**Deadline: September 13, 2024**  
**Questions? Contact Jennifer Dallos**

**Email: [jdallos@sme.org](mailto:jdallos@sme.org)**

**Complete this form and return to [jdallos@sme.org](mailto:jdallos@sme.org)**

**Date and Time (Choose only one):**

- Tuesday**                      **October 15, 2024**                      Start / End Time: \_\_\_\_\_
- Wednesday**                      **October 16, 2024**                      Start / End Time: \_\_\_\_\_
- Thursday**                      **October 17, 2024**                      Start / End Time: \_\_\_\_\_

**Topic (check all that apply):**

- New Product Announcement**  
 Name of Product: \_\_\_\_\_  
 Product Benefits: \_\_\_\_\_
- Corporate Announcement:** \_\_\_\_\_
- New Partnerships:** \_\_\_\_\_
- Other (Explain):** \_\_\_\_\_

**How many media do you plan to invite?** \_\_\_\_\_

**News Conference Location:**     Our Booth                       Please assign a room

**News Conference Contact:**

Company: \_\_\_\_\_ Booth #: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_ Fax: \_\_\_\_\_  
 City / State / Zip: \_\_\_\_\_ Email: \_\_\_\_\_  
 Country: \_\_\_\_\_

**News Conference Guidelines**

- FABTECH provides this service to **contracted exhibitors only**.
- FABTECH Public Relations will coordinate exhibitor news conferences to ensure minimal overlap. A News Conference Schedule is posted in the Newsroom for editors and reporters covering the event.

**Regulations—Pre-Show News Conferences:**

- News conferences will be limited to **one hour** prior to show opening.
- To enter the show floor, all persons must have badges.
- All pre-registered attendees, press, or booth personnel must be met at the show entrance and escorted to your booth where they must remain.
- You must obtain an "Early Entry Pass" from the Show Office at least one day prior to your press conference.
- If your news conference and/or demonstration ends before the show opens, all non-exhibitor participants must be escorted back off the show floor.

*Keep a copy for your records.*