



JUNE 6-8 2018 • LAS VEGAS

The Official Newspaper of InfoComm 2018

FROM THE PUBLISHER OF SYSTEMS CONTRACTOR NEWS, DIGITAL SIGNAGE,
SOUND & VIDEO CONTRACTOR, and AV TECHNOLOGY and AVIXA

Dear InfoComm Exhibitor,

InfoComm 2018, to be held in Las Vegas, NV, from June 2-8, 2018 is coming up quickly. Again this year, Systems Contractor News will be producing a VIP Preview Edition and three on-site Daily editions with from-the-floor coverage of company and product news. The InfoComm Daily can be the primary means to publicize your new products at InfoComm, because it will be the primary source of product information for every show attendee.

*A 4-Edition
InfoComm
Daily in
Las Vegas,
NV*

GUIDE FOR DAILY COVERAGE

Product press releases should be limited to 200 words maximum. Do not send a list of specs in lieu of a press release.

VIP coverage policy remains unchanged: one release per issue per exhibitor.

For the show issues, maximum number of press releases per issue: Two (2) per exhibitor. Please prioritize these by day and order of importance (Day 1/Priority 1, Day 1/Priority 2, etc.). And remember, not everyone can be in Day 1!

Please note the proper image specs for print publication: at least 300 DPI; at least three inches wide and deep, jpg or tiff preferred.

*Send Us Your VIP News
By April 16 and Your
Show Issues News + Hot
Products Entries by May 4*

HOT PRODUCTS

Hot Products is in essence our Editors' Choice of the 50 most innovation or new products at InfoComm. Exhibitors are allowed to submit two products to be considered for inclusion in Hot Products. Accompanying text should be no more than 40-50 words. There is no flexibility with regards to this word-count limit.

Hot Products entries must be real products, not prototypes, introduced following last year's InfoComm Expo; products must be available for order at the Expo; all Hot Products entries must be accompanied by a publishable image (see specs above).

Please send all materials by April 16 (VIP) or May 4 (At-Show) to:

InfoComm Show Daily

dmcgee@nbmedia.com • 28 East 28th Street, 12th Floor, New York, NY 10016



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Free InfoComm Editorial Coverage

Please fill out and return this form, along with your latest press releases, VIP EDITION DEADLINE: April 16, 2018

COMPANY NAME: _____ BOOTH NO.: _____

ADDRESS: _____

CITY: _____ STATE: ___ ZIP: _____

TELEPHONE: _____ FAX: _____ E-MAIL: _____ WEB SITE: _____

- ARE YOU INTERESTED IN ADVERTISING IN THE INFOCOMM SHOW DAILY [] YES [] NO
ARE YOU INTERESTED IN ADVERTISING IN THE INFOCOMM SHOW GUIDE [] YES [] NO
ARE YOU INTERESTED IN ADVERTISING IN THE SYSTEMS CONTRACTOR NEWS INFOCOMM ISSUE [] YES [] NO
ARE YOU INTERESTED IN ADVERTISING IN THE SOUND & VIDEO CONTRACTOR INFOCOMM ISSUE [] YES [] NO
ARE YOU INTERESTED IN ADVERTISING IN DIGITAL SIGNAGE INFOCOMM ISSUE [] YES [] NO
ARE YOU INTERESTED IN ADVERTISING IN AV TECHNOLOGY INFOCOMM ISSUE [] YES [] NO

Be Included in the InfoComm Daily

We are seeking press releases about new products your company will be unveiling at the convention, previously introduced products that will be featured at the booth, and releases about your company news: mergers, acquisitions, personnel changes, office openings, etc. If you send text or Microsoft Word files on CD-ROM, please be sure to include hard copy as well, in case there are any problems opening the files. Note: if requested, all information will be kept confidential until it is published in the Daily at the convention on June 6.

Photos are optional. If you do submit photos, they should be in JPEG or TIFF format at 300 dpi and approximately 3 inches wide.

please send press releases

Send in your InfoComm "Hot Products"

This year the InfoComm Show Daily will select the most significant new offerings at the show, based on technology, innovation, or originality. The criteria for eligibility include: 1) The product cannot have been shown at an InfoComm show except in non-saleable prototype form. 2) It must not be an improved version of a previously shown product. 3) It must have direct applicability to the business sectors served by InfoComm attendees. 4) The company must be an officially registered exhibitor as of April 16, 2018. 5) The product cannot be a prototype, but must actually be orderable at the show. 6) All submissions must be received by NewBay Media by the listed cutoff dates. 7) Entries should be no longer than 50 words.

HOT PRODUCTS PHOTOS: You must send a photo to be considered. Photos should be in JPEG or TIFF format at 300 dpi and approximately 3 inches wide.

How to send your information:

BY MAIL: David McGee, NewBay Media L.L.C., 28 East 28th Street, 12th Floor, New York, NY 10016

BY E-MAIL: (Text/Word files only; JPEG or TIF images files only): To David McGee at dmcgee@nbmedia.com

URGENT! RESPOND IMMEDIATELY!

VIP ISSUE DEADLINE: April 16
AT-SHOW ISSUES DEADLINE: May 4