



PUBLIC RELATIONS GUIDE

FOR MORE INFORMATION ON PUBLIC RELATION SUPPORT, CONTACT Anne Taylor AT 212-677-8700 x28, anne@schwartzpr.com or Steven Wright-Mark at 212-677-8700 x29, steven@schwartzpr.com

Thank you for your participation in Streaming Media East 2002, October 1-3, 2002 at the Jacob Javits Convention Center in New York. As an exhibitor, speaker or sponsor of the Convention, we realize you have important information, products, and/or services that deserve press coverage.

Streaming Media East 2002 offers participating companies the optimal space for making announcements regarding new products, services, strategies, and alliances within the streaming media industry. With this in mind, Streaming Media, Inc. has developed a press relations program to help you disseminate your information in a clear and effective manner. This guide outlines numerous public relations activities and opportunities for you to gain maximum exposure before and during the Convention.

The following pages contain information regarding:

- PR/Press Extranet
- PR Contact Information
- Press Lists
- Press Center
- Tip Sheets
- Press Conference
- Media Events
- News Distribution/Online Press Kits

The "Public Relations Guide" is also available online in the Exhibitor Service Manual at <http://www.streamingmedia.com/east/exhibitor/manual>

Username: exhibitor password: east2002

OR

<http://www.streamingmedia.com/east>

click on the "PR/Press" information

We look forward to working with you in creating a phenomenal event. If you have any questions, suggestions or comments regarding press relations, please contact:

Anne Taylor
Schwartz PR Interactive
212-677-8700 x28
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OR

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PR/Press Extranet

The PR/Press Extranet is a password-protected portion of the Streaming Media East 2002 Web site dedicated to public relations professionals and journalists who will be present at the Convention. Here, you will be able to download press lists, post media events, upload press releases, and much more. The PR/Press Extranet is a user-friendly tool for PR representatives to add, edit and/or delete company information for Streaming Media East 2002.

To receive your username and password, please fill out the PR Contact Information Form online at <http://www.streamingmedia.com/east/press/prsignup/.asp>. You will receive your username and password within one week of receipt of the PR Contact Information Form.

PR Contact Information

In order to provide our exhibitors, speakers and sponsors with the greatest potential for press coverage, we have created a PR Contact List for journalists to access before and during the show. Completing the PR Contact Information form is your first step towards a successful PR campaign for the Streaming Media East 2002 Convention. This list is only available to pre-registered press attending Streaming Media East 2002 and will not be accessible once the Convention is over.

The Streaming Media Conventions attract an array of domestic and international journalists from a wide variety of media organizations. The quickest way to lose out on a press opportunity is to be inaccessible. The PR Contact List provides journalists with a direct link to your company's PR representative.

The PR Contact Information form must be completed in order to receive your username and password. Participating companies are welcome to submit up to two contact names. The PR Contact Information form is located at <http://www.streamingmedia.com/east/press/prsignup.asp>.

Press Lists

The Streaming Media East 2002 press list is available in a downloadable Excel chart, located within the PR/Press Extranet, www.streamingmedia.com/east/press, for exhibitors, speakers and sponsors of the Convention. **THE PRESS LIST WILL NOT BE E-MAILED OR FAXED.** In order to gain access to the press list, you must complete the PR Contact Information form and a username and password will be emailed to you. <http://www.streamingmedia.com/east/press/prsignup.asp>. If you are working with an outside PR agency, please let them know of this process.

The pre-registered press list is updated every week. **Please note, during the Convention the press list will not be updated.** Should you have any problems accessing the press list, please contact Anne Taylor at anne@schwartzpr.com or Steven Wright-Mark at steven@schwartzpr.com.

Press Center

Working Press Room

Streaming Media East 2002 provides journalists with the tools required to obtain, review and disseminate news from the show. The working press room is available for members of the media exclusively; exhibitors, speakers, sponsors and other attendees are not permitted into this room.

A message board will be located outside the working press room to post information regarding press conferences, special events and/or leaving messages for journalists (maximum paper size: 8 1/2 x 11).

Press Kit Library

We suggest bringing a maximum of 50 press kits to Streaming Media East 2002. This is a maximum number; each company will differ depending on your needs. **DO NOT** ship them directly to the press center. Streaming Media, Inc. is not responsible for press kits shipped to the press center at the Jacob Javits Convention Center

Rather, ship your press kits to your booth or hotel, and hand-carry them to the press center. We suggest you get started by providing 25 kits to the press center, and keeping the rest in your booth for journalists who meet you there. You may start bringing kits to the press center at 10:00 A.M. on Monday morning (September 29, 2002).

During the show, please check daily to determine if you need to replenish your kits. You must collect any left over press kits within one hour of the closing of Streaming Media East 2002. Any remaining kits will be recycled.

Tip Sheets

Immediately prior to the opening of the show, a series of Streaming Media 2002 "Tip Sheets" will be emailed to pre-registered journalists listing the press conferences, keynote addresses, special events and highlights of new products and services being introduced at the show.

In order for us to help both the working press and exhibitors, the Streaming Media public relations team need to know what you are planning for Streaming Media East 2002. Please email us a 50 word description of new products and services, special events (i.e., cocktail party, dinner, reception, etc.), and special company announcements that will take place at Streaming Media East 2002.

Tip Sheet material should be e-mailed to steven@schwartzpr.com no later than Friday, September 20th. Please use TIP SHEET in the subject line and the following format in the body of your email:

Exhibitor name (Booth#)...50 word description of event or new product
Contact name, email address, phone #
URL: <http://www.yourcompany.com>

Press Conferences

Streaming Media East 2002 offers exhibitors, speakers, and sponsors the opportunity to hold a press conference for major announcements. Streaming Media, Inc. provides a room and equipment to participating companies at no additional cost, which may be reserved on a first-come, first-serve basis.

If you decide to hold a press conference, please contact Laila Naghib at lnaghib@iw.com.

Consult the "Media Events" section of the PR/Press Extranet to see when and where other media events are taking place and then schedule accordingly.

NO PRESS CONFERENCES WILL BE SCHEDULED DURING THE KEYNOTES

Streaming Media, Inc. reserves the right to rearrange the press conference schedule if needed. Streaming Media, Inc. is not responsible for the number of journalists attending your press conference. We will send a press conference schedule to all pre-registered press; distribute schedules at press

registration on-site, and you can also post your press conference on the Streaming Media East 2002 Web site. However, to ensure attendance, conduct outreach to pre-registered press along with other media representatives you would like present at your press conference.

If you are inviting press who are not pre-registered (which we encourage!), please let them know they will have to either pre-register or register onsite to gain access to the press facilities. We suggest press pre-register at <http://www.streamingmedia.com/east> to save time during check-in.

Each company holding a press conference is allotted 15 minutes for set up and break down and 45 minutes for the press conference. If you decide to cater your press conference, consider the time frame and what is appropriate.

Press Conference Tips

- Begin with a brief introduction of why you are holding a press conference.
- Your principal news source should make an opening statement, do a demo (if applicable) and then open the floor to questions.
- Anticipate difficult questions. Be prepared with appropriate answers through media training and role-playing Q&A.
- Provide a press release to distribute at the end of your press conference.

Press Conference Room Set-Up

The press conference room includes the following:

- The room is set-up theater style with approximately 65 chairs.
- There will be a stage, podium, table, chair and microphone in the front of the room.
- A computer with high speed Internet connection – you may connect a laptop to the network.
- Tables will be set up in the back of the room for catering and press kits.
- A screen and projector in the front of the room for power point presentations, streaming demos, etc.
- Show signage, which cannot be removed at anytime.
- Two easels for company signage.

THE ROOM SET-UP CANNOT BE CHANGED

Easels, one located directly outside the press conference room and one in front of the room, will be available to display company signage. Signage must be able to stand on the easels provided. Signage may not be hung in this room.

All company signs must be removed directly following your press conference. Any signage left in the Press Conference room will be discarded when the next press conference begins.

Media Events

If you plan to host a media breakfast, cocktail party, product demonstrations, etc., during Streaming Media East 2002, the Media Events page is the perfect vehicle to alert attending journalists of when and where your event is taking place. We encourage you to post your event well in advance of the show. This portion of the site can also be used as a planning tool for participating companies.

We have direct contact with journalists attending the Streaming Media Conventions and are always asked about peripheral activities taking place. Please keep us informed of your PR-related activities so we can pass this information along to journalists.

News Distribution and Online Press Kits

Press Releases

An effective press release is a vital tool in alerting the media to your news story. In fact, this may be the only information they have to generate a story. A well-prepared press release should contain the following:

- A headline grabbing the journalist's attention.
- Full corporate contact information and product/service summary information.
- A lead paragraph relaying the who, what, where, when and how of the story.
- Dateline information. A press announcement released at the show should read, "October 1, 2002, Streaming Media East 2002, New York." We encourage the use of the Streaming Media East 2002 dateline in your press release(s), allowing editors to quickly identify the event, location and time frame of your press release(s).
- Your company's Web site address and other contact information for the public.

The pre-registered press list is updated every week. **Please note, during the Convention the press list will not be updated.** Should you have any problems accessing the press list, please contact Anne Taylor at anne@schwartzpr.com or Steven Wright-Mark at steven@schwartzpr.com.

Correspondence

When contacting pre-registered press, consult the "Preferred Contact Method" field in each record of the press list. We ask that you please respect the journalists' wishes, and only contact them via the method indicated – phone, fax, e-mail, or snail mail.

Please do not "spam" the entire list by bcc'ing every contact in a mass e-mailing. Review the "Area of Interest" field within each record on the press list, and only make targeted pitches to journalists who are appropriate contacts for your company's products and services. Thank you in advance for your cooperation.

Posting your Press Release

As an exhibitor, speaker or sponsor of Streaming Media East 2002, we encourage you to post your press releases on streamingmedia.com before, during and after the Convention for maximum exposure. Posting your press releases on the streamingmedia.com Web site is easy and will only take a few moments. You will be able to post your releases within the PR/Press Extranet, www.streamingmedia.com/East/press.

Business Wire and Virtual Press Office

Business Wire is the official newswire service and Virtual Press Office is the official online press kit service for Streaming Media East 2002. Each offers exhibitors discounts for online news and press kit management service for Streaming Media East 2002. Virtual Press Office and Business Wire will be centralizing exhibitor press kits/ releases online to insure easy access by the media to your news and will provide a post-show media usage report identifying which members of the media have reviewed your press materials.

Pricing and service information is available online at <http://www.virtualpressoffice.com/bw/Penton/2002orderform.htm>