



### Important PR Information for Exhibitors

**There have been some changes to our PR policies.  
Please read this information carefully.**

The HR Tech Conference has a long history of being the premier destination for press and analysts covering the HR category. Over the years, top-tier and trade media outlets have sent their key journalists to cover the event. Additionally, every important industry analyst firm sends multiple analysts. Exhibitors and sponsors are encouraged to maximize their press and analyst participation through press releases, media advisories and onsite briefings.

At this year's event, we return to the popular model of having press and analyst briefings in one room. The room is quite large and seating is on a first-come basis. Please note that it is not possible to reserve a table in the room so we encourage you to arrive ahead of your briefing time.

Frequently asked questions about the 19<sup>th</sup> Annual HR Tech Conference's press operations follow here:

#### **Where do I send Press Kits?**

The Conference has a dedicated press and analyst room and there are tables in this room for the display of press kits. If you are interested in having your press materials in the press room, we recommend shipping 25 press kits to the show. Press kits can be included with your booth materials; however, you are responsible for hand-carrying them to the show's press room. It is not possible to ship press kits directly to the press room.

The press room is monitored by the conference's PR firm, The Devon Group. If you have provided ample inventory, your press kits will be replenished during press room hours.

Please note that any press kits that are not picked up by the end of the conference will be discarded.

**Where is the Press & Analyst Room?**

The show's press and analyst room is conveniently located one level below the Expo Hall on the North 200 Level of McCormick Place. The room number is N228. Please note that this room is ONLY for meetings with those press and analysts credentialed by the HR Tech Conference. If you have other meeting requirements, such as with prospects or partners, you must seek alternate meeting locations.

Selling in the press and analyst room is strictly prohibited. Anyone selling services, advertising, etc. in the press room will be immediately expelled from the room, and risks expulsion from the conference.

**When is the Press & Analyst Room Open?**

**Press Room Hours:**

Tuesday, October 4, 2016	3:30 p.m. – 5:00 p.m. CDT
Wednesday, October 5, 2016	7:00 a.m. – 6:00 p.m. CDT
Thursday, October 6, 2016	7:00 a.m. – 6:00 p.m. CDT
Friday, October 7, 2016	8:00 a.m. – 1:00 p.m. CDT

**How Do I Gain Entrance to the Press & Analyst Room?**

To join a confirmed meeting being held in the press and analyst room, the following registration categories are permitted access:

- Exhibitor Full Conference
- Full Conference, if accompanied by the exhibitor for a confirmed meeting
- Conference Speaker
- Press or Analyst Badge, issued by the HR Tech Conference
- Exhibitor Booth Only
- Sponsor Expo Only
- Sponsor Full Conference

Expo Only passes do not have access to the press room. There will be no exceptions.

**Can I Leave Items in the Press & Analyst Room?**

No, it is not possible to ensure the safety and security of items such as iPads, laptops, suitcases, etc. in the room. Please make other arrangements for the storage of these items.

**Is Wi-Fi Available in the Press & Analyst Room?**

The Conference has Wi-Fi and it is enabled in the press and analyst room. The access codes will be available at the registration desk.

**Does the Conference Have a Pre-Registered Press List?**

Yes, the pre-registered press list is available to all exhibitors and sponsors in good-standing. It can be requested by emailing [jeanne@devonpr.com](mailto:jeanne@devonpr.com).

**Is the Conference Active on Social Media?**

The official Twitter hashtag for the HR Technology Conference is #HRTechConf. Also, please consider joining/following the conference on LinkedIn and Facebook.

**Can I Make Arrangements for Videography and Photography?**

The taking of photography and videos inside the Event's general sessions and breakout sessions is strictly prohibited without prior written approval of LRP. The taking of videos within the Event's Expo Hall by exhibitors is permitted, only as long as the video is shot from, and contains only footage within, the confines of the exhibitor's booth area. All other video is strictly prohibited.

The taking of photography of the exhibitor's booth area by the respective exhibitor is permitted.

**What's the Process for Press Releases?**

Exhibitors are encouraged to distribute news releases and media advisories in advance of and at the event.

Marketwired is the official wire service for the HR Technology Conference. Exhibitors, sponsors and attendees will receive a 15 percent discount on High Tech Hot Spots newswire for press releases issued about the HR Technology Conference. Details about

Marketwired can be accessed at <http://www.marketwired.com/> and your local Marketwired bureau can assist you with the transmittal of your press releases. Remember to mention the HR Technology Conference!

The following quotes are pre-approved for official use in your HR Technology Conference press releases:

“With more square footage of exhibits than any other HR Conference in the world, the HR Technology Conference is one you won’t want to miss. For the third year in a row, the HR Technology Conference was named to the fastest growing Trade Show in all categories, by Trade Show Executive Magazine. The exhibit hall is sold out again, with more than 180 new companies and exciting new technologies and products from our returning exhibitors,” said Rebecca McKenna, VP of Global Events and Publisher of Human Resource Executive® Magazine. “The StartUp Pavilion is the largest in the industry! You can also take a deep dive into many of the exhibitors products in the Demo Rooms located in the Expo Hall. The HR Technology Conference attracts exhibitors from more than 30 countries.”

“Technology has become an essential component of every organization’s business and people strategies, and The HR Technology Conference is the world’s largest event that showcases how leading organizations are utilizing innovative technology solutions to solve their most pressing business challenges,” said Conference Co-Chair Steve Boese. “HR and business leaders will learn from their peers’ experiences with HR technology, connect with recognized industry experts and thought leaders, and meet and interact with every leading HR technology solution provider. For HR leaders, HR Tech has become the ‘don’t miss’ event of the year.”

Conference Co-Chair David Shadovitz commented, “Nowadays, technology is transforming everything aspect of HR, from talent and performance management to benefits and compensation – and thereby enabling HR leaders to address in a much more meaningful way their organizations’ most important priorities.”

***I Have Additional Questions. Who can I Contact for Assistance?***

Please contact The Devon Group by emailing [jeanne@devonpr.com](mailto:jeanne@devonpr.com).