



Exhibitor's Guide to Publicity

1-4 May 2006
Reliant Center
Houston, TX USA

This guide provides you detailed information about numerous public relations and promotional opportunities and services available through your participation in the 2006 Offshore Technology Conference (OTC).

The OTC marketing and communications department has developed pre-show and on-site services designed to increase awareness of your company's products and services and assist your company with its marketing objectives. These services include free public relations programs to increase the overall service that OTC provides to its exhibitors.

PRE-SHOW SERVICES

Media Lists

OTC can provide exhibitors with a list of media representatives who are registered for the conference. You can use this list to reach the media attending the conference. This list contains media representative and outlet names only, and can be used as a supplement to your company's contact database.

Hold a Press Conference

OTC exhibiting companies can schedule a press conference in the room next to the OTC press room. One-hour slots are available Monday through Wednesday. The first thing your company will need to decide about holding a press conference at OTC is: *Do you really need one?* Remember that holding a press conference does not guarantee that the media will attend. Keep in mind that the more significant and newsworthy the announcement, the more likely it is to generate media coverage.

If you decide that your company does not really need a press conference, your product or announcement can still receive coverage. Consider targeting specific media with an invitation to your exhibit to test your new product or talk with a company spokesperson. Put together a media kit that includes a corporate profile, corporate contact names and important news releases. Make calls to the media to set up meetings while at the event to inform them of your news. That way, you know ahead of time that you will have an audience and a better chance of receiving coverage.

Reserving a Press Conference Room

The OTC press conference room can be reserved through the marketing and communications department. There is **NO FEE** associated with the OTC press conference room. Time slots are available on a first-come, first-served basis and are usually booked every hour, on the hour between 8 a.m. and 5 p.m. daily. Before reserving the press conference room, please have the following information:

- Desired time slot (have an alternate time in mind in the event that your first choice is not available)

- Title of press conference
- Number of speakers
- Names of speakers and job titles
- Special technical needs

Time slots are provided to exhibitors only and are to be used for the sole purpose of addressing journalists.

Press Conference Room Set-Up

Location: The OTC press conference room is located in Room D1 of Reliant Center.

Provisions: The room is set up theater style with a stage at the front with microphones and a tabletop lectern. The room is equipped with an LCD projector and screen, multiple laptop PC connections and microphone. Additional audio/visual equipment (Tab 8) and catering (Tab 7) may be ordered, but are the responsibility of the exhibitor.

Promotion: All companies scheduling a press conference are encouraged to provide a 50-word description of the press conference that will be posted in the press room and included in the media kit that is given to each journalist who attends.

We will alert the media of the date, time and location of your press conference. We also will provide them with some information regarding the nature of your announcement.

Scheduling a Press Conference in Your Own Meeting Room

Occasionally, exhibiting companies choose to set up an independent meeting area off the exhibit floor to hold press conferences and interviews.

We encourage you to notify OTC marketing and communications of any events your company is arranging during the show. We can assist you in informing the media of your designated meeting areas, press conferences, receptions or product demonstrations.

ON-SITE SERVICES

Press Room

OTC values the media and the services, information and support that they provide to the industry. In turn, we provide the media with facilities, services and equipment so they can work efficiently while at the event. We are constantly adding to and improving our services to provide the media with the most professional working environment possible.

The press room provides a quiet location where the media can work at their computers, make phone calls, conduct interviews, send stories back to the office, and find event, exhibitor and product information without being disrupted by the excitement of the conference.

Media Kit Center

The media kit center, located directly outside the press room, is a place for the media to collect information on exhibiting companies' products and services. A media kit is a great way to put information about your company's product or service in front of the media. The media rely on media kits to collect information on new and exciting products and services being exhibited at OTC. All contracted exhibitors are encouraged to display their media kits in the media kit center.

Remember, your media kit represents you when you are not there, so make sure your kits are neat, organized and informative. Please keep in mind that over-sized media kits will not adequately fit in the display.

Please do not ship your kits to the media kit center since delivery cannot be guaranteed. We urge all exhibitors to send the kits to their exhibit booth, hand-carry them to the media center and arrange them. During the event, check your kits periodically to make sure they have been re-stocked.

It is wise to check with OTC marketing and communications as to the quantity of kits to bring. Remember to keep a supply of media kits in your booth for journalists who stop by. All unclaimed media kits must be picked up between 8 a.m. to 2 p.m. on Thursday, 4 May from the media kit center or they will be discarded.

For media lists, press conference scheduling and the media kit center, contact:

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