



Exhibitor's Guide to Marketing and Publicity

30 APRIL - 3 MAY 2007
RELIANT CENTER
HOUSTON, TX USA

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Pre-show and on-site marketing of your exhibit booth is fundamental to its success. OTC's Marketing and Public Relations Department has put together a guide for making the most of your exhibiting experience. We also offer pre-show and on-site services to assist you with your marketing objectives. Read on to learn more!

Pre-Show Promotion

Sponsorships and Advertising

We offer a wide variety of advertising and sponsorship opportunities at OTC. You will find the complete listing along with pricing and ordering details on the Sponsorship Contract (pdf) and Advertising Contract (pdf) available in the Exhibitor Services Manual and online. The Advertising and Logo Specifications (pdf) will provide the requirements for the printed ads.

Conference Program Listing

All exhibitors are listed in the official conference program. Ensure that your company's listing is accurate by completing the OTC Conference Program Form by the deadline. The form is available in the Exhibitor Services Manual and online.

OTC Electronic Guest Card Program

Invite your key prospects and customers to visit your booth with a click of your mouse. Send them an OTC Electronic Guest Card. The electronic guest card is available in standard letter format or A4 format and can be customized with your logo or company theme line. Please refer to the Electronic Guest Card Order Form (pdf) for more information.

OTC Logo and Trade Publication Advertising

Use the OTC logo and your booth number in your advertisements and promotional materials to remind your audience to visit your booth at OTC. Be sure to follow the OTC Logo Usage Guidelines (pdf).

Press Conference Room Reservation

Exhibitors planning to hold a press conference at OTC should reserve a time slot on the press conference room schedule by emailing media@otcnet.org. The room is free for exhibitors for the sole purpose of addressing journalists. Time

slots are available on a first-come, first-served basis and are booked every hour, on the hour between 8 a.m. and 5 p.m. Monday through Wednesday. When reserving a time slot, please provide the following information:

- desired time slot
- title of press conference
- names of speakers and job titles
- special technical needs.

Holding a press conference in your own meeting room or at your booth? If so, we strongly encourage you to notify OTC at media@otcnet.org. We will post this information in the OTC Press Room to inform the media of your designated meeting areas, press conferences, receptions or product demonstrations.

Direct Marketing

Significantly increase your booth traffic with direct marketing:

- **Postcard** – A clever headline and concise, short message about your products/services work best on a postcard. Remember to include your booth number on the postcard. Mail the postcard to existing clients and prospects.
- **Broadcast Email** – For a no-cost option, send an email to existing clients and prospects. The email can be sent in addition to or in lieu of a postcard.
- **Press Release** – Inform trade journalists that your company is attending OTC and provide them with news about a new product, new application, enhancement, tie-in to industry trends, etc. Be sure to provide the contact information for your on-site media representative.

Need a mailing list? If so, you can order the Pre-Registered Attendee List (pdf) from ExpoExchange, the official lead-retrieval management services company. Simply refer to the ExpoExchange Order Form (pdf) or order online. Order early to receive discount pricing.

Media Lists Available in April

OTC can provide exhibitors with a list of media representatives who are registered for the conference. This list contains media representative and outlet names only, and can supplement your company's contact database. Request a list of pre-registered journalists by contacting media@otcnet.org.

Promotional Opportunity Information Form

Exhibitors featuring new technology or holding a special event or celebrity appearance at their exhibit should notify OTC show management using the Promotional Opportunity Information Form (pdf) for informational and security purposes.

On-Site Promotion

Press Conferences

The more significant and newsworthy the announcement, the more likely it is to generate media coverage. OTC exhibitors can reserve the press conference room by sending an email request to **media@otcnet.org**. Please keep in mind that holding a press conference does not guarantee that the media will attend.

To increase press interest in your announcement

- Consider targeting specific media that might be most interested in your products or services. Invite them to attend your press conference and/or exhibit or schedule an interview with a company spokesperson. This will better ensure your chances of receiving coverage.
- Make sure that a company spokesperson is available to answer any journalists' questions.

Press Conference Room Set-Up

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

- **Provisions** – The room is set up theater style with a stage, microphones and a tabletop lectern at the front. The room is equipped with an LCD projector and screen, multiple laptop PC connections and microphones. Additional audio/visual equipment (Exhibitor Services Manual Tab 8) and catering (Exhibitor Services Manual 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 make an announcement in the press room when your press conference is about to start.

Media Kits

Each year, more than 400 members of the local, national and international media attend OTC looking for information on the latest innovations in the E&P industry. Contracted exhibitors may place their media kits in the media kit center located directly outside the press room. Media kits should include a corporate profile, corporate contact names and important news releases.

- Make sure your kits are neat, organized and informative.
- Over-sized media kits will not fit in the display slots.
- OTC cannot accept delivery of media kits shipped directly to the press room. Instead, hand-carry your media kits and place them in the media center.
- Please check your kits periodically and re-stock them as needed.
- 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. and 2 p.m. on the last day of the conference or they will be discarded.

PowerPoint Presentations

A PowerPoint presentation, either given live or running continuously on a computer, can draw attention to your booth. Remember to keep it simple:

- Avoid long bullet points and hard-to-read fonts and colors on your slides.
- Integrate animation or video clips into your presentations.
- Provide copies of your PowerPoint presentation on CD for attendees and press to reference for additional information.

Handouts and Flyers

Handouts, flyers and other sales pieces can help inform prospective buyers about your products and services. Include information about your

- **Success Stories** – Solicit existing customers to participate in your presentation or provide a “letter of recommendation” for a pre-show mailer.
- **Best Practices** – Describe your most successful case studies and best practices. Explaining how your products/services tie into industry trends is also an engaging approach.

Bring your smaller sales pieces to the press room, and we will make them available to the press.

For media lists and information about the press conference room or media kit center, contact:

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