



Important PR Information for Exhibitors

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

FETC has a long history of being the premier destination for press covering education technology in preK – 12. Over the years, top-tier consumer and trade media outlets have sent their key journalists to cover the event. Exhibitors and sponsors are encouraged to maximize their press and analyst participation through press releases, media advisories and onsite briefings.

Frequently asked questions about the National Future of Education Technology Conference’s press operations follow here:

Where is the Analyst, Bloggers & Press Room?

The show’s Analyst, Bloggers & Press Room is conveniently located in 103-104 of the Miami Beach Convention Center. Please note that this room is ONLY for meetings with those press credentialed by FETC. If you have other meeting requirements, such as with prospects or partners, you must seek alternate meeting locations.

Selling in the Analyst, Bloggers & Press Room is strictly prohibited. Anyone selling products, advertising, or other services in the Analyst, Bloggers & Press Room will be immediately expelled from the room, and risks expulsion from the conference.

When is the Analyst, Bloggers & Press Room Open?

Analyst, Bloggers & Press Room Hours:

Tuesday, January 14, 2020	7a.m. – 4p.m. EST
Wednesday, January 15, 2020	7a.m. – 4p.m. EST
Thursday, January 16, 2020	7a.m. – 4p.m. EST
Friday, January 17, 2020	7a.m. – 12p.m. EST

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

To join a confirmed meeting being held in the Analyst, Bloggers & Press Room, the following registration categories are permitted access:

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

Expo Only passes do not have access to the Analyst, Bloggers & Press Room. There will be no exceptions.

Can I Leave Items in the Analyst, Bloggers & Press Room?

To ensure the safety and security of your personal items, including computers and devices, cameras, other equipment, briefcases, and suitcases, it is not possible to leave these items in the press room. Please make other arrangements for the storage of these items.

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

The Conference has Wi-Fi and it is enabled in the Analyst, Bloggers & Press 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 accessed in the exhibitor portal. Please contact your sales rep for more details on the exhibitor portal.

Is the Conference Active on Social Media?

The official Twitter hashtag for FETC is #FETC. Also, please consider joining/following the conference on LinkedIn (www.linkedin.com/groups/Future-Education-Technology-Conference-FETC-8349847/about) and Facebook (www.facebook.com/FETC1/).

Can I Make Arrangements for Videography and Photography?

Photography and Videography is permitted at the Future of Education Technology Conference only with media credentials and prior approval provided by the Future of Education Technology

Conference Media department. Under no circumstances are tripods, lights and elaborate set ups permitted in any Future of Education Technology Conference venue hallways.

For questions about Videography and Photography, please contact rfortune@lrp.com

What's the Process for Press Releases?

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

Where do I send Press Kits?

The Conference has a dedicated press 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 Analyst, Bloggers & Press Room, you are responsible for hand-carrying them to room 103-104. It is not possible to ship press kits directly to the press room.

The press room is monitored by the conference's PR firm, MindRocket Media 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.

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

Please contact Ross Romano at MindRocket Media Group by emailing romano@mindrocketglobal.com.