

## ISSE Media Coordination Form

January 30 – February 1, 2010

In order to easily match media requests before, during and after ISSE as well as identify **NEW** products and services being launched at the show, please take a moment to complete the following information about your company's product(s) / service(s) as well as who should be contacted for media inquires. ISSE's Marketing & Public Relations team will keep this information on file to help better promote the show and easily facilitate inquires from the media. **BY COMPLETING THIS FORM, THERE IS NO GUARANTEE OF MEDIA COVERAGE OR INCLUSION IN RELATED PRESS RELEASES.**

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Company Website: \_\_\_\_\_

First time presenting at ISSE? yes / no

Contact Name for Media Inquires: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Is the company a minority or female owned business? yes / no

Does your company have an English speaking representative who can address the media? yes / no

Are you launching a **NEW** product(s) / service(s) at ISSE? yes / no

Please briefly describe the **NEW** product(s) / service(s) including key features (50 words or less): \_\_\_\_\_

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If your company is not launching a **NEW** product(s) / service(s), please briefly describe your company's product(s) / service(s), including key features (50 words or less): \_\_\_\_\_

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Do you OR will you have high resolution / 300 dpi images of the product? yes / no

**Please return form and address any questions to ISSE's public relations firm – Y Public Relations.** (By completing this form - ISSE, Y Public Relations and/or any related entity do NOT guarantee media coverage on your company's product(s) / service(s) as well as inclusion in any related press releases. This form is simply designed to help facilitate media inquires, provide information for press releases and gather as much information on participants as possible in an organized manner to better help promote ISSE.)

Y Public Relations L.L.C.

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