



SEPTEMBER 11 - 14, 2018  
THE VENETIAN® | LAS VEGAS  
— FEATURING —  
Women in  
**HR TECHNOLOGY**®

[www.HRTechConference.com](http://www.HRTechConference.com)

## **Important PR Information for Exhibitors**

**Please read this information carefully.**

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

There is a dedicated press and analyst room. It's a large and very busy room. Seating is on a **first-come basis** and it is not possible to reserve a table in the room. Additionally, all badges are checked at the door – and not every badge type has access to the room – so please plan on arriving in advance of your confirmed briefing time.

Frequently asked questions about the 21st Annual HR Tech Conference's pre-event and onsite press operations follow here:

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

There are tables in the Press & Analyst room for the display of press kits. If you are interested in having your press kit showcased in the Press & Analyst 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 & Analyst room. It is not possible to ship press kits directly to the Press & Analyst room.

Throughout the conference, the Press & Analyst room is monitored by HR Tech'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 & Analyst room is conveniently located on the 3rd Floor of the Venetian, one level above the Expo Hall. The room number is Murano 3205. 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.

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

Tuesday, Sept 11, 2018	1:00 p.m. – 6:00 p.m. PT
Wednesday, Sept 12, 2018	7:00 a.m. – 6:00 p.m. PT
Thursday, Sept 13, 2018	7:00 a.m. – 6:00 p.m. PT

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

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

- Booth Staff
- Exhibitor Premium Pass
- Premium Pass, ONLY if accompanied by the exhibitor for a confirmed meeting
- Speaker Pass
- Press or Analyst Badge, issued by the HR Tech Conference

Expo Only pass holders do not have access to the Press & Analyst room. Premium pass holders – such as an exhibitor's CEO - can only enter the room if accompanied by the corresponding exhibitor for a confirmed meeting. There will be no exceptions.

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

**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 & Analyst room. The access codes will be available in the Show Guide.

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

Yes, the pre-registered press list is available to all exhibitors in good-standing through the password-protected exhibitors' portal.

**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, Instagram 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.

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

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