



Important PR Information for Exhibitors

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

The HR Tech Conference has a long history of being the premier destination for press and analysts covering the HR category. Over the years, top-tier 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 so please plan on arriving in advance of your confirmed briefing time.

Frequently asked questions about the 20th Annual HR Tech Conference's 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.

The Press & Analyst room is monitored by the conference'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 4th floor of the Venetian, near the majority of breakout sessions. The room number is Lando 4205-4206. 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?

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|-----------------------------|--------------------------|
| Tuesday, October 10, 2017 | 1:00 p.m. – 5:00 p.m. PT |
| Wednesday, October 11, 2017 | 7:00 a.m. – 6:00 p.m. PT |
| Thursday, October 12, 2017 | 7:00 a.m. – 6:00 p.m. PT |
| Friday, October 13, 2017 | 8:00 a.m. – 1:00 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:

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

Expo Only pass holders do not have access to the Press & Analyst room. Premium pass holders cannot enter the room unless accompanied by an 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 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 requested by emailing jeanne@devonpr.com.

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.

NASDAQ's Marketwired is the official wire service for the HR Technology Conference. Exhibitors, sponsors and attendees will receive a 15 percent discount on High Tech Hot Spots newswire for press releases issued about the HR Technology Conference. Details

about Marketwired can be accessed at <http://www.marketwired.com/> and your local Marketwired bureau can assist you with the transmittal of your press releases. Remember to mention the HR Technology Conference!

The following quotes are pre-approved for official use in your HR Technology Conference press releases:

Rebecca McKenna, LRP's Vice President of Global Events and Publisher of Human Resource Executive® Magazine, said, "Known for our solid history of firsts, this year's HR Tech show floor features 170 new companies as well as continued participation from the world's most influential tech organizations, resulting in a unique expo experience from more than 40 countries. Also showcasing their products and services will be more than 50 Start Up companies: the largest Start Up pavilion in the industry."

"Now more than ever, technology is impacting every corner of HR," commented HR Tech Conference Co-chair David Shadovitz. "Whether we're talking about performance management, learning, total rewards, workplace compliance or any number of other HR disciplines, technological innovation is having a huge and unprecedented effect on the value HR leaders are bringing to their organization. As the HR Tech Conference celebrates its 20th anniversary this October, it's hard not to be impressed by the energy and dynamism that characterizes today's HR technology space. They show no signs of letting up anytime soon."

Steve Boese, HR Tech Conference Co-chair observed, "It has been said no matter what the industry, every company is now to some extent a technology company, or needs to become one quickly to keep up with the pace of change and to stay ahead of the competition. HR leaders increasingly have to become technology leaders to prepare and provide their organizations with the modern HR and workforce technologies that enable and support business success. HR Tech is the world's leading event for HR and business leaders to learn from their peers' experiences with HR technology, meet all the important industry experts and thought leaders, and interact with every leading HR technology solution provider, creating an unparalleled opportunity for learning, networking, and embracing the future of the workplace."

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

Please contact The Devon Group by emailing jeanne@devonpr.com.