

# CEDIA EXPO 2009 SHOW DAILY

 CEDIA EXPO

September 9-13, 2009  
Atlanta, GA

From the editors of  
**residential  
systems**

The **ONLY** official  
CEDIA EXPO  
News Publication

Dear CEDIA Exhibitor,

CEDIA EXPO 2009, to be held at the Georgia World Congress Center, Atlanta, GA, September 9-13, 2009, is coming up quickly. This year once again features a 4-edition version of the Daily (VIP preview and Days 1, 2, and 3). An on-site, three-day Daily—with from-the-floor coverage of company and product news—and pre-show VIP Preview editions will be produced. The CEDIA Daily can be the primary means to publicize your new products at the CEDIA EXPO, because it will be the primary source of product information for every show attendee. This year's show is expecting to attract nearly 30,000 industry professionals and more than 600 exhibiting companies!

A 4-edition  
CEDIA Daily  
in Denver

## We need two things from you

### #1 — More Press Releases and Photos!

Send up to two releases per show issue (for a maximum of six total) and one release for the VIP Preview issue. We want product releases, company news, people announcements and equipment installations notices. This is your opportunity to gain more exposure at EXPO '09 by providing us with the appropriate details. When including products, be sure to indicate which day (VIP, DAY 1, DAY 2 or DAY 3) you would like to see the item appear (remember, we can't fit everything into DAY 1).

**VIP Preview Issue Deadline:** July 30; **At-Show Issues Deadline:** August 13

### #2 — Hot 50 Section and Press Releases:

To qualify for the Hot 50 product section, please send your product releases and accompanying photos by **August 13, 2009**. The Hot 50 are the editor's selections of the fifty most innovative or important new products to be exhibited. Also be sure to send any updates on your company and description of overall product offerings for the **Show Daily** as soon as possible.

Send us your  
product releases  
for the VIP issue  
by July 30, 2009

**Don't miss out on this once-a-year opportunity** to publicize your company and products at the most important trade show for systems installation. Maximize the number of attendees who visit your booth by joining with Residential Systems in this unique and valuable marketing tool.



Jeremy Glowacki  
Editorial Director

Please send all materials by July 30 (VIP) or August 13 (At-Show) to:  
**CEDIA Daily**

810 Seventh Ave, 27th Floor, New York, NY 10019  
dmcgee@nbmedia.com

Send in your latest press releases and  
product artwork

a <sup>residential</sup>**systems** publication

## HOW TO GET EDITORIAL COVERAGE IN THE CEDIA EXPO SHOW DAILY

### Be Included in the CEDIA Daily

We are seeking press releases about new products your company will be unveiling at the convention, previously introduced products that will be featured at the booth, and releases about your company news: mergers, acquisitions, personnel changes, office openings, etc. If you send text on disc, please be sure to include hard copy as well, in case there are any problems opening the files.

Photos are optional. If you do submit photos, please make sure they are color prints, slides or transparencies, or, if you submit them electronically, that they are high-resolution images on CD-ROM or via e-mail.

**PLEASE SEND PRESS RELEASES**

### Send in Your CEDIA "Hot Products"

This year the CEDIA EXPO 2009 Show Daily will select the most significant new offerings at the show, based on technology, innovation, or originality. The criteria for eligibility include: **1)** The product cannot have been shown at a CEDIA show except in non-saleable prototype form. **2)** It must not be an improved version of a previously shown product. **3)** It must have direct applicability to the business sectors served by CEDIA attendees. **4)** The company must be an officially registered exhibitor as of July 30, 2009. **5)** The product cannot be a prototype, but must actually be orderable at the show. **6)** All submissions must be received by NewBay Media by the listed cutoff dates.

#### Description of Hot Products:

**PHOTOS:** You must send a photo to be considered. Please send product photos to us by August 13, 2009. Color is preferred

#### BY MAIL:

David McGee  
NewBay Media, LLC  
810 Seventh Avenue,  
27th Floor  
New York, NY 10019

#### BY E-MAIL:

**(Text files only;  
JPEG or TIF images files only):**  
To David McGee at  
dmcgee@nbmedia.com

#### REMINDERS:

**VIP Issue Deadline:** July 30  
**Hot Products Deadline:** August 13  
**At-Show Issue Deadline:** August 13

#### How to Send Your Information:

PRESS MUST BE RECEIVED BY JULY 30, 2009.  
PRESS RELEASES AND PHOTOS CAN BE  
E-MAILED OR SENT ON DISC AND  
MUST BE RECEIVED BY JULY 30, 2009.

**URGENT! RESPOND  
IMMEDIATELY.**