

# SHOWCASE FOR COMMERCE 2010



## Media Guide

Welcome to Showcase For Commerce 2010. We're pleased to have your organization joining us for this year's event. This form will serve as your main information source during the event, providing contact information, an agenda of events, policies and other relevant information.

### Key Personnel

Debra Orner, vice president of the Greater Johnstown/Cambria County Chamber of Commerce and Linda Thomson, president of JARI, will serve as your contacts to the event. Debra can be contacted at 814.536.5107 (Office); 814.242.1144 (Cell); or at [debra@johnstownchamber.com](mailto:debra@johnstownchamber.com). Linda can be reached at 814.535.8675 (Office); 814.243.6902 (Cell); or at [lthomson@jari.com](mailto:lthomson@jari.com).

### Authorized Representatives

Looking for someone to quote? Showcase for Commerce will have the following individuals available for press interviews. Contact Debra Orner or Linda Thomson to arrange an interview:

- Dan DeVos, Chairman, Showcase for Commerce
- Linda Thomson, President, Johnstown Area Regional Industries
- Bob Layo, President, Greater Johnstown-Cambria County Chamber of Commerce

### Video Restrictions

Because of safety and traffic flow concerns, video cameras will only be allowed on the floor of the Cambria County War Memorial Arena from 6 to 7 p.m. on Thursday, June 3 and 10-11 am and 1-2 pm on Friday, June 4. Special accommodations can be made in advance and will be allowed at the discretion of the Showcase for Commerce committee.

# SHOWCASE FOR COMMERCE



## Agenda

While we embrace our friends in the media joining us for Showcase for Commerce, media will have limited access to events. Any events not included on this agenda are not open to the media due to safety and traffic flow concerns. The schedule is as follows:

### Thursday, June 3

- Opening Reception, 6 to 9 p.m., Cambria County War Memorial Arena. This event will begin with a welcome and ribbon-cutting ceremony. Expected participants include DRS Technologies representatives, Mrs. Joyce Murtha and Congressman Norm Dicks.

### Friday, June 4

- John P. Murtha Breakfast. Congressman Norm Dicks will provide the keynote address kicking off day two of the event. Meal service only provided with the purchase of a ticket.
- Press Conference, 9:30 a.m., Frank J. Pasquerilla Conference Center. This event features announcements concerning contract awards, business partnerships and relationships that have resulted from participation in Showcase for Commerce. Because a number of announcements are made in succession, the media is asked to withhold its questions until the press conference is completed. Representatives of organizations making announcements will also be available for comment. Congressman Dicks has been invited to participate.
- Public Exhibition, 10 a.m. to 5 p.m., War Memorial Arena. Media will have access to the arena at this time. Because of the general public's access, foot traffic is heavy during this event. Video cameras will only be allowed on the arena floor from 10 to 11 a.m. and 1-2 p.m. Please be aware of the heavy foot traffic and respect that the event is an opportunity for the exhibitors to interface with their customers and the general public.

# SHOWCASE FOR COMMERCE



## **Policies**

By accepting your media credential to Showcase for Commerce, it is understood by all members of the media that any violation of the policies set forth here can result in an immediate loss of credentials and removal from the event.

### **Access to Congressman Dicks (Invited)**

Congressman Dicks will only be available for questions during a brief question-and-answer session following the Press Conference on Friday, June 4, starting at approximately 9:30 a.m. Please be respectful of the congressman's schedule.

### **Video Camera Restrictions**

Due to safety concerns as a result of high levels of foot traffic on the floor of the Cambria County War Memorial Arena during the event, video cameras will only be allowed on the arena floor during the times specified in the agenda. A staging area for television interviews will be available outside the arena, or in the Stars and Stripes Room in the case of inclement weather.

### **Interviews**

Please remember that this is a working trade and industry exposition. The organizational representatives on hand are at Showcase for Commerce to conduct business. Each organization will determine its own policy for interacting with the media. Please respect any requests for privacy as well as their individual media relations policies. Please conduct interviews in low foot traffic areas. Additionally, members of the public relations team will be on hand to help arrange interviews as requested.

### **Outdoor Exhibition**

Access to the outdoor exhibits operates on the same schedule as access to the War Memorial Arena exhibits. Please do not disturb these exhibits outside of the scheduled times.

### **Credentials**

Credentials must be worn and visible at all times during the event.