



SCHEDULING NEWS CONFERENCES AT EAA AIRVENTURE 2008

Many exhibitors choose EAA AirVenture Oshkosh to make major announcements, or to unveil everything from new aircraft to aviation innovations. With more than 700 international media representatives at the event each year, there is no better place to “get the word out” to journalists.

As such, there are significant demands on EAA’s resources to accommodate the large number of news conferences and press events. To better accommodate those demands, the following procedures are in place for scheduling news conferences at EAA AirVenture on July 28-August 3:

How do I schedule a news conference?

Applications for news conferences will be accepted beginning on Jan. 1, 2008. Applications are accepted only from EAA exhibitors and partners, and others approved on a case-by-case basis. No more than two news conferences may be scheduled as a part of any single request. Additional EAA media events may be scheduled and take precedence over other applications.

The following information is required:

- 1) Name of the company
- 2) Contact name, phone number and e-mail address
- 3) First choice for date and time
- 4) Second choice for date and time (Second choice must be a different date)
- 5) General topic of news conference (please let us know if a product announcement must be kept confidential; we will label the news conference accordingly)
- 6) Preferred location* (All news conferences will take place at EAA Press Headquarters unless other arrangements are approved)
- 7) Any special requirements (PowerPoint projector, video monitor, DVD player, etc.)

This information can be sent to communications@eaa.org. Specific questions can be directed to Dick Knapinski at 920-426-6523 or at dknepinski@eaa.org.

How will I know my news conference is confirmed?

You will receive an initial e-mail acknowledgement of your request. All news conferences requested prior to March 1, 2008, will be scheduled and confirmed on or about that date. A similar scheduling update will take place on April 1, April 15 and May 1. After May 1, remaining news conferences will be scheduled on a time-available basis.

EAA will do its best to schedule your news conference as close to the time and date you prefer. As you can imagine, the first two days of EAA AirVenture are very popular times for product announcements and media briefings. Not all news conferences will be able to be scheduled in their preferred slots. In those cases, EAA Media Relations staff will work with you to provide the best possible date and time for your event. If we have additional questions, we will contact you.

Are there other media opportunities available?

Yes. There are also media breakfast and media lunch opportunities available for news conferences and press briefings. Please contact Dick Knapinski at EAA Media Relations if you are interested in those availabilities. In addition, the EAA Business Development and Sponsorship staffs can assist you with additional opportunities.

What if I have to cancel a news conference?

While we understand news conferences can be cancelled at the last minute for a variety of reasons, EAA urges as many factors as practical be finalized to the greatest extent possible before scheduling a news conference. Last-minute cancellations will affect a company's availability for subsequent years.

How will my news conference be publicized?

EAA offers a variety of ways to alert the media about your news conference. An updated news conference/media event schedule will be available at the Media Room at www.airventure.org beginning on or about March 1, 2008. In addition, EAA includes a schedule of media events with the folder distributed to every registered journalist; maintains the "Big Board" schedule inside Press Headquarters; and reviews the daily schedule at the morning media briefing at 8:45 a.m. each day during AirVenture. We also encourage companies to use media contacts they may have, as nearly all aviation media are represented at EAA AirVenture.

How much does this cost?

EAA provides this service at no cost for exhibitor or partner news conference conducted at EAA Press Headquarters. Any food/catering charges are the responsibility of the company or group requesting the news conference or media briefing. Also, if additional sound equipment is required for a news conference at a location other than Press Headquarters, those charges will be forwarded to the company or group requesting the news conference. Any news conferences held at exhibitor locations cannot be fully backed with technical support by the EAA Media Relations staff; we will be happy to connect you with companies knowledgeable with the event that can support your news conference.

What are the facilities at EAA Press Headquarters?

The news conferences are held in the larger of two tent pavilions. This pavilion is 40-by-20 feet with seating for up to 75 people. The pavilion features a BOSE sound system, raised stage area, and risers in the rear for video shots. In addition, the sound system is tied into the adjacent media hospitality area, the media workroom, and the popular media gathering area just outside Press Headquarters' main entry way.

Any further questions?

Please contact Dick Knapinski at 920-426-6523 or at dknapinski@eaa.org. We look forward to working with you to promote the spirit of aviation!