

CEDIA[®] EXPO DAILY

The Official Show Daily from the editors of Residential Systems and TWICE magazines

September 1-3, 2021, Indianapolis, IN

Dear CEDIA Expo Exhibitor,

A 4-edition CEDIA Expo Daily in Indianapolis

CEDIA Expo 2021, to be held in Indianapolis, IN, September 1-3, 2021, 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 Expo Daily can be the primary means to publicize your new products at CEDIA Expo, because it will be the primary source of product information for every show attendee. This year is sure to be a jam-packed and exciting event.

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 CEDIA Expo 2021 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 19; **At-Show Issues Deadline:** July 26

#2 — Hot Products Section and Press Releases:

To qualify for the Hot Products section, please send your product releases and accompanying photos by **July 26, 2021**. The Hot Products are the editor's selections of the 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 19, 2021**

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

Please send all materials by July 19 (VIP) or July 26 (At-Show) to:

David McGee, editor, david.mcgee@futurenet.com



Tony Savona
Vice President, Content Creation

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Free CEDIA EXPO Daily Editorial Coverage

Send in your latest press releases
and product artwork

HOW TO GET EDITORIAL COVERAGE IN THE CEDIA EXPO SHOW DAILY

Product press releases should be limited to 200 words maximum. Do not send a list of specs in lieu of a press release.

VIP coverage policy remains unchanged: one release per issue per exhibitor. For the show issues, maximum number of press releases per issue: Two (2) per exhibitor. Please prioritize these by day and order of importance (Day 1/Priority 1, Day 1/Priority 2, etc.). And remember, not everyone can be in Day 1!

Please note the proper image specs for print publication: at least 300 DPI; at least three inches wide and deep, jpg or tiff preferred.

PLEASE SEND PRESS RELEASES

Send in Your CEDIA Expo “Hot Products”

Hot Products is in essence our Editors’ Choice of the most innovation or new products at CEDIA Expo. Exhibitors are allowed to submit two products to be considered for inclusion in Hot Products. Accompanying text should be no more than 40-50 words. There is no flexibility with regards to this word-count limit. Hot Products entries must be real products, not prototypes, introduced following last year’s CEDIA Expo; all Hot Products entries must be accompanied by a publishable image (see specs above).

HOT PRODUCTS PHOTOS: You must send a photo to be considered. Photos should be in JPEG or TIFF format at 300 dpi and approximately 3 inches wide.

BY E-MAIL:
(Text files only; JPEG or TIF images files only):
To David McGee at
david.mcgee@futurenet.com

REMINDERS:
VIP Issue Deadline: July 19
Hot Products Deadline: July 26
At-Show Issue Deadline: July 26

**URGENT! RESPOND
IMMEDIATELY.**

**How to Send Your Information:
PRESS RELEASES AND PHOTOS SHOULD BE
E-MAILED AND MUST BE RECEIVED
BY JULY 19, 2021 (VIP EDITION).**