

Each year, ACORD and LOMA hold a special press event. Due to time and space constraints, only a limited number of companies are selected to participate in the event. The following information will help you in completing your application and formulating your communication plan.

Application Form

Each company must complete the standardized Submission Form. All fields must be completed. A copy of a draft release may be included. All materials are kept confidential by ACORD and LOMA. The information is for evaluation purposes only.

Basic Criteria

- The information must be new, unpublished, never before seen. It cannot have been released anywhere prior to the press event including your website, elsewhere online, news sites, interviews, articles, etc.
- Only exhibitors and sponsors of the 2010 Forum are eligible and you must be paid in full and returned your contract to be considered.

Types of Releases

A common question received annually is "What types of releases are selected for participation?" In addition to meeting the Basic Criteria, a recommendation by Sam Friedman, Editor-in-Chief, National Underwriter and past participant in the Forum press event writes in his blog:

"MAKE NEWS! Reporters are under pressure to produce copy out of a conference, and they are always looking for interesting angles and prepackaged stories that will make their lives easier. Offer to help feed the beast with important content and you are far more likely to land an appointment.

How do you make news at a conference? Don't just introduce a new product or service. Everyone times product introductions to a major conference for their prospects, so for us to write about one and not all the others would invite those who didn't make the cut to gang up and come after us with torches.

To make news, you might consider doing a quick survey prior to the conference, and release the results at your booth or in your hospitality suite. Or do a study on a timely and controversial topic, and release your report (along with an executive summary, please...and graphics....editors love graphics!) during the conference."

http://www.property-casualty.com/2007/05/if_you_dont_make_news_you_lose.html

Format

We'll once again be using a "speed interview" style for the event. This format has proven extremely popular with participants and press. This more social setting (with beverages and snacks provided) also gives you one-on-one time with the press.

Each table will be assigned a table number. Members of the press will receive a corresponding numbered ticket when checking in at the desk. This will be the table number where they begin their rounds. From then on, the press will proceed around the room numerically.

Deadline

Application Submission: April 5, 2010

Submit this completed form and draft releases to:

Michael Carroll, Communications Specialist, ACORD

Email: mcarroll@acord.org

Fax: 845-620-3601

FAQ

How many releases may I submit?

You may submit multiple releases but each company, if selected, receives only one slot in the press event. You may include multiple releases and any other documents in your media kit.

How many slots are there at the press event?

There are approximately 18 slots, depending on space and time available.

My release is not final and won't be until after the deadline, can I submit?

Yes, you can submit with as much information as is available for use in the evaluation process. We recognize that releases take time and don't always become final until the last minute, so a draft is acceptable. All information submitted remains confidential and releases are embargoed until after the event concludes.

What happens next if I'm selected?

You'll receive a notification that you have been selected with instructions on providing information to us for the press. All materials must be received prior to the event for inclusion in press bags.

Upon acceptance, you'll receive information on:

- Number of copies of your press kit for placement in the bags
- Shipping information
- Where to send a copy of your release for posting on the Forum site after the event concludes
- Logistics for the event.

*Materials not received by
the deadline cannot be included
and cannot be brought to the event.*

What happens if I'm not selected?

While we recognize that all announcements are important, we are limited by time and space. We will help you promote your release by placing copies of the release/press kit in the Press Room and giving you a copy of the press attendee list.

When will I know if I'm selected?

Based on the number of submissions, we anticipate notifying all submitters by late April. This way, you can make the appropriate communications plans for your company.

What is the latest I can deliver materials for the press bags?

If you are participating in the press event, all materials **must** be shipped to the warehouse prior to the event. Specific dates and addresses will be provided upon acceptance into the press event.

Materials not received by that date cannot be included in the press bags nor can they be carried into the event.

All releases need to be provided to the press attendees prior to the event. This enables them to prepare and formulate questions to make this a more beneficial event for all.

How many representatives of my company can attend the press event?

Due to space limitations, no more than two (2) people can attend from each company selected.

Who can represent my company at the event?

That's entirely up to you. Participants have included company representatives, public relations firms, clients, and mixes of all of those.

Can I update my release after the submission?

You can update a release but we ask that you come to the event with the same release submitted, not something on a different topic. If you are selected for a particular release, that is what must be presented.

What happens if I have to cancel my release?

If you're selected to participate and due to circumstances, the release must be held or canceled, please notify Michael Carroll (mc Carroll@acord.org) and we will cancel your participation. Depending on the date of cancelation, we may go back to a prior applicant to fill the open slot.

Can I distribute materials at the press event?

No materials may be distributed before or during the press event nor can they be placed on tables or distributed in the press event location. It is a distraction to the others.

All your materials need to be provided prior to the Forum and placed in the press bags. All press registered for the event will receive the materials when they come to registration desk for their badges. We cannot permit materials to be brought in during the event nor can we allow additional personnel from your organization to be in the room during the event.

When do I need to arrive at the press event if selected?

You need to arrive 10-15 minutes prior to the event to find your table and be ready for the opening.

Why do you also need an electronic copy?

As an additional benefit, we place your releases on the ACORD LOMA Insurance Systems Forum site so that it is easily accessible by the press and public.