

Exhibitor Public Relations Toolkit

**All-Virtual FiO + LS 2020 Conference:
14 – 17 September 2020**

About this Toolkit

Participation in industry conferences, such as [Frontiers in Optics and Laser Science APS/DLS](#) (FiO + LS), creates opportunities to increase the awareness of your company among key stakeholders, including current and potential customers, colleagues and the media. Media coverage generates additional exposure, allowing you to reach extended target audiences and the general public. Using public relations as an avenue to expand interest in your product or company can work to differentiate your message in a crowded marketplace.

The FiO + LS Public Relations team has developed this toolkit to help you maximize your virtual FiO + LS experience. We are eager to assist you in garnering increased media visibility for your company and/or your products and the technology on which they are based. The FiO2020 app is also an important tool to learn more about conference announcements and presentations.

This toolkit includes a number of materials that will help you enhance publicity and exposure for your company, which can subsequently increase sales leads resulting from the event. The following materials are included for your use:

- Overview of media opportunities
- Sample news release
- Sample media advisory

Contact Information

The FiO + LS Public Relations team wants to help you make the most of your experience at the virtual conference which is being presented concurrently with the inaugural [OSA Quantum 2.0 conference](#). If you have any questions about the materials in this toolkit, or general questions about Public Relations and the conference, please feel free to contact us directly. mediarelations@osa.org

What to Expect at Frontiers in Optics and Laser Science APS/DLS 2020

The Technical Conference is now organized around two themes that leverage the intersection between science and applications— the end result is intended to illustrate the research within the technology.

- Quantum Technologies (in conjunction with the OSA Quantum 2.0 Conference)
- Virtual Reality and Augmented Reality

By participating in the virtual exhibit at FiO + LS (#FiO20) and in the media outreach program, your company will reach a wide array of leading industry trade publications in the following fields and topic areas:

- | | |
|-----------------------------|----------------------|
| ▪ Optics/Photonics | ▪ Telecommunications |
| ▪ Defense/Homeland Security | ▪ Education |
| ▪ Research & Development | ▪ Biomedicine |
| ▪ Manufacturing | ▪ Biotechnology |
| ▪ Energy | ▪ Quantum and more! |

FiO + LS 2020 Media Opportunities

We recommend exhibitors take advantage of the following opportunities to help deliver your message:

Register Your Public Relations/Communications Contact

To ensure the appropriate person at your company receives important information leading up to the conference, please **first ensure the contact person meets OSA's press registration [eligibility requirements](#)**. Secondly, register your PR/communications/media relations contact by filling out the simple registration form on the [FiO + LS website](#).

News Release Posting

FiO + LS exhibitors can post news releases in their virtual exhibits.

Registered Media List

Registered Public Relations contacts can request access to the registered media and analyst list.

Tools to Help

Media Relations Tips

Laying the groundwork

- Develop and maintain a list of publications you want to target.
- Identify reporters who cover science news, especially ones who cover optics and photonics.
- Know your audience. Do a little research and target the reporters who cover your specific industry and your company.
- Leverage the pre-registered media list for the conference to target those media who are already attending, cover your company and would be interested in your news.
- Update often. Media lists should be updated regularly by calling the publication, confirming contact information and determining how the reporter or editor prefers to receive material (i.e. e-mail, regular mail or social media).
- Keep track of whom you have spoken to and any other pertinent information for future calls.

Reaching out to reporters

- Begin to build relationships with reporters:
 - Call and introduce yourself, offering yourself as a resource to them and highlighting your areas of expertise.
 - Offer to meet for coffee or lunch during the conference.
 - Develop a company expert list and offer it to reporters as a resource.
- Draft pitch letters on relevant and timely industry topics and send to reporters.
- Issue news releases as the conference approaches to your media list.
- Place follow-up phone calls highlighting the most important information to reporters.
- Keep reporters' deadlines in mind and respond promptly.

News Release Sample

FOR IMMEDIATE RELEASE

DATE (DAY MONTH YEAR)

HEADLINE: [COMPANY NAME] REVEALS BREAKTHROUGH TECHNOLOGY FOR [USE OF TECHNOLOGY]

New technology to be presented at FiO + LS 2020 Conference at virtual booth XXX

CITY, STATE– [should tell the reader the purpose of the release.]

Sample text: XYZ Company will reveal breakthrough technology for diagnosing heart disease on September XX at the All-Virtual 2020 Frontiers in Optics and Laser Science APS/DLS (FiO + LS) Conference. The new technology, which incorporates several technical advances in optical coherence tomography (OCT), will provide high-quality inner views of blocked arteries.

[The next paragraph should include data on what problem this new technology or product will solve; who the technology will affect; and how it works]

[The next paragraph should include a quote from company spokesperson summarizing the data]

[The next paragraph should include an outline of how the technology was discovered and who was involved with the process]

ABOUT XYZ COMPANY *[Insert your company boilerplate.]*

About FiO + LS

Frontiers in Optics is The Optical Society's (OSA) Annual Meeting held together with Laser Science, a meeting sponsored by the American Physical Society's Division of Laser Science (DLS). The two meetings unite the OSA and APS communities for four days of quality, cutting-edge presentations, in-demand invited speakers and a variety of special events spanning a broad range of topics in optics and photonics—the science of light—across the disciplines of physics, biology and chemistry.

Contact(s):

Media Contact Name

Phone Number

E-mail

Phone Number

Media Contact #2

Affiliation

E-mail

Phone Number

Media Advisory Sample

XYZ's Newest Advancements in Imaging for the Heart to be Presented at All-Virtual FiO + LS 2020 Conference

XYZ Company will reveal new medical research at FiO + LS virtual booth XXX

WHAT: XYZ Company will reveal breakthrough technology for diagnosing heart disease at the All-Virtual 2020 Frontiers in Optics and Laser Science APS/DLS (FiO + LS) Conference. The new technology, which incorporates several technical advances in optical coherence tomography (OCT), will provide high-quality inner views of blocked arteries.

WHERE: All-Virtual FiO + LS 2020

WHEN: 14 - 17 September

ABOUT XYZ COMPANY

Company Boilerplate

ON-SITE MEDIA CONTACT:

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