

CEDIA[®] DAILY

The Official Show Daily from the Editors of Residential Systems
and Systems Contractor News magazines

CEDIA[®] 2017
September 5-9, 2017
San Diego, CA

Dear CEDIA Exhibitor,

CEDIA 2017, to be held in San Diego, CA, September 5-9, 2017, 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

A 4-edition CEDIA Daily in San Diego

Daily—with from-the-floor coverage of company and product news—and pre-show VIP Preview editions will be produced. The CEDIA Daily can be the primary means to publicize your new products at CEDIA, 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 2017 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 10; **At-Show Issues Deadline:** August 8

#2 — Hot 50 Section and Press Releases:

To qualify for the Hot 50 product section, please send your product releases and accompanying photos by **August 8, 2017**. The Hot 50 are the editor's selections of the fifty 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 10, 2017**

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



Jeremy Glowacki
Editorial Director

Please send all materials by July 10 (VIP) or August 8 (At-Show) to:
CEDIA Daily Editorial Office
28 East 28th Street, 12th Floor, New York, NY 10016
dmcgee@nbmedia.com

HOW TO GET EDITORIAL COVERAGE IN THE CEDIA SHOW DAILY

Be Included in the CEDIA Daily

We are seeking press releases about new products your company will be unveiling at the convention, previously introduced products that will be featured at the booth, and releases about your company news: mergers, acquisitions, personnel changes, office openings, etc.

Photos are optional. If you do submit photos, please make sure they are high-resolution images via FTP site or e-mail.

PLEASE SEND PRESS RELEASES

Send in Your CEDIA “Hot Products”

This year the CEDIA 2017 Show Daily will select the most significant new offerings at the show, based on technology, innovation, or originality. The criteria for eligibility include: **1)** The product cannot have been shown at a CEDIA show except in non-saleable prototype form. **2)** It must not be an improved version of a previously shown product. **3)** It must have direct applicability to the business sectors served by CEDIA attendees. **4)** The company must be an officially registered exhibitor as of July 10, 2017. **5)** The product cannot be a prototype, but must actually be orderable at the show. **6)** All submissions must be received by NewBay Media by the listed cutoff dates.

Description of Hot Products:

PHOTOS: You must send a photo to be considered. Please send product photos to us by August 8, 2017.

BY MAIL:

David McGee
NewBay Media, LLC
28 East 28th Street,
12th Floor
New York, NY 10016

BY E-MAIL:

**(Text files only;
JPEG or TIF images files only):**
To David McGee at
dmcgee@nbmedia.com

REMINDERS:

VIP Issue Deadline: July 10
Hot Products Deadline: Aug. 8
At-Show Issue Deadline: Aug. 8

**URGENT! RESPOND
IMMEDIATELY.**

**How to Send Your Information:
PRESS RELEASES AND PHOTOS CAN BE
E-MAILED AND MUST BE RECEIVED
BY JULY 10, 2017 (VIP EDITION).**