



Media Guide

Welcome to Showcase For Commerce 2012. We're pleased to have your organization joining us for this year's event. This Media Guide will serve as your main information source.

Key Personnel

Debra Orner, vice president of the Greater Johnstown/Cambria County Chamber of Commerce, and Linda Thomson, president of JARI, are your contacts for the event. Debra can be contacted at 814.536.5107 (Office); 814.242.1144 (Cell); or at debra@johnstownchamber.com. Linda can be contacted at 814.535.8675 (Office); 814.243.6902 (Cell); or at lthomson@jari.com.

Authorized Representatives

Looking for someone to quote? Showcase for Commerce will have the following individuals available for press interviews. Contact Debra Orner or Linda Thomson to arrange an interview:

- Edward J. Sheehan, Jr., Chairman, Showcase for Commerce
- Linda Thomson, President, Johnstown Area Regional Industries
- Bob Layo, President, Greater Johnstown/Cambria County Chamber of Commerce

Video Restrictions

Because of safety and traffic flow concerns, video cameras will only be allowed on the floor of the Cambria County War Memorial Arena from 5:30 pm to 6:30 pm on Wednesday, May 23 and 9:00 am – 10:00 am and 1:00 pm - 2:00 pm on Thursday, May 24. Special accommodations can be made in advance and will be allowed at the discretion of the Showcase for Commerce committee.

Agenda

While we embrace our friends in the media joining us for Showcase for Commerce, media will have limited access to events. Any events not included on this agenda are not open to the media due to safety and traffic flow concerns.

Complete Agenda information is available at www.showcaseforcommerce.com

The schedule is as follows:

Wednesday, May 23

- Opening Reception, 5:30 pm to 8:00 pm, Cambria County War Memorial Arena. This event will begin with a welcome and ribbon-cutting ceremony. Invited participants include DRS Technologies representatives, Congressman Norm Dicks, Congressman Adam Smith, Congressman Mark Critz, Mrs. Joyce Murtha and local elected officials.

22ND ANNUAL
SHOWCASE *for* **COMMERCE**

May 22 – 24,
2012
Johnstown, PA



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One Event – Unlimited Opportunities Unique Access to Defense Industry Key Decision Makers

Thursday, May 24

- John P. Murtha Breakfast, 7:30 am, Frank J. Pasquerilla Conference Center.
- Congressman Norm Dicks has been invited to provide the keynote address kicking off day two of the event. Meal service only provided with the purchase of a ticket.
- Press Conference, 9:15 am, Frank J. Pasquerilla Conference Center. This event features announcements concerning contract awards, business partnerships and relationships that have resulted from participation in Showcase for Commerce. Because a number of announcements are made in succession, the media is asked to withhold its questions until the press conference is completed. Representatives of organizations making announcements will also be available for comment. Congressman Dicks and Congressman Critz have been invited to participate.
- Public Exhibition, 9:00 am to 4:30 pm, War Memorial Arena. Because of the general public's access, foot traffic is heavy during this event. Video cameras will only be allowed on the arena floor from 9:00 am to 10:00 am and 1:00 pm – 2:00 pm. Please be aware of the heavy foot traffic and respect that the event is an opportunity for the exhibitors to interface with their customers and the general public.

Policies

By accepting your media credential to Showcase for Commerce, all members of the media agree that any violation of the policies set forth herein can result in an immediate loss of credentials and removal from the event.

Video Camera Restrictions

Due to safety concerns as a result of high levels of foot traffic on the floor of the Cambria County War Memorial Arena, video cameras will only be allowed on the arena floor during the times specified in this agenda. A staging area for television interviews will be available outside the arena or in the Stars & Stripes Room in the case of inclement weather.

The Stars & Stripes Room is located on the second floor of the War Memorial. It can be accessed from the elevator at the end of the hall near the box office, right next to the side entrance to the building.

Interviews

Please remember that this is a working trade and industry exposition. The organizational representatives on hand are at Showcase for Commerce to conduct business. Each organization will determine its own policy for interacting with the media. Please respect any requests for privacy as well as their individual media relations policies. Please conduct interviews in low foot traffic areas. Members of the public relations team will be on hand to help arrange interviews as requested.

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Outdoor Exhibition

Access to the outdoor exhibits operates on the same schedule as access to the War Memorial Arena exhibits. Please do not disturb these exhibits outside of the scheduled times.

Credentials

Credentials must be worn and visible at all times during the event. You can pick up your credentials at the registration area in the Frank J. Pasquerilla Conference Center during the hours of 8:00 am and 6:00 pm on Tuesday, May 22; 7:30 am and 8:00 pm on Wednesday, May 23 and 6:30 am and 2:00 pm on Thursday, May 24.

Reserved Rights

The Showcase for Commerce Committee reserves the right to change this policy at any time. Please contact Debra Orner or Linda Thomson for clarity or to seek assistance with any aspect of this policy. Debra can be contacted at 814.536.5107 (Office); 814.242.1144 (Cell); or at debra@johnstownchamber.com. Linda can be contacted at 814.535.8675 (Office); 814.243.6902 (Cell); or at lthomson@jari.com.