

31st
Annual

SHOWCASE *for* COMMERCE



June 1 - 3
2022
Johnstown, PA

Premier Government & Defense Industry Expo

Media Guide

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

Key Personnel

Amy Bradley, president and CEO of the Cambria Regional Chamber of Commerce, and **Linda Thomson**, president of JARI, are your contacts for the event.

Amy can be contacted at 814.536.5107 (Office); 814.341.4159 (Cell); or at amy@crchamber.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 Amy Bradley or Linda Thomson to arrange an interview:

- **Edward J. Sheehan, Jr.**, Chairman, Showcase for Commerce
- **Linda Thomson**, President & CEO, Johnstown Area Regional Industries
- **Amy Bradley**, President & CEO, Cambria Regional Chamber of Commerce

Video Restrictions

Because of safety and traffic flow concerns, video cameras will only be allowed on the floor of the 1ST SUMMIT ARENA @ Cambria County War Memorial from 4:00 pm to 5:00 pm on Thursday, June 2 and 9:30 am – 10:30 am and 1:00 pm - 2:00 pm on Friday, June 3. 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:

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Thursday, June 2

- **Opening Reception**, 4:00 pm to 7:30 pm, 1ST SUMMIT ARENA @ Cambria County War Memorial Arena. This event will begin with a welcome and ribbon-cutting ceremony.

Friday, June 3

- **John P. Murtha Breakfast**
8:00 am, Frank J. Pasquerilla Conference Center
- **Press Conference**
9:30 am, Stars & Stripes Room, 1ST SUMMIT ARENA @ Cambria County War Memorial

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.

- **Public Exhibition**
9:30 am to 2:00 pm, 1ST SUMMIT ARENA @ Cambria County War Memorial

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 9:30 am to 10:30 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 1ST SUMMIT ARENA @ Cambria County War Memorial, 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.

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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.

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

Media credentials are available to working journalists with commercial news organizations only. This includes; reporters, editors working as reporters, producers, video camera operators and still photographers who present valid press identification. Exceptions must be approved by the president of the Chamber of Commerce or the president of JARI.

Due to limited space for media, safety and traffic flow, the Cambria Regional Chamber and JARI reserve the right to limit the number of credentials issued.

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.

Credentials for Freelance Journalists, Bloggers et. al,

Bloggers and other citizen journalists who lack formal press credentials must apply for media credentials. Media credentials are granted generally based on the following criteria.

- Applicant can authenticate their status by providing links to their blogs or media outlets.
- Those who can demonstrate having written about the Showcase for Commerce or related industry events in the previous year will be considered for credentials.
- A signed letter on company letterhead from your assignment editor confirming your assignment to cover the event.
- A by-lined story appearing in verifiable print or electronic publication dated within the last six months.

All media credentials must be requested at least three days in advance.

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Reserved Rights

The Showcase for Commerce Committee reserves the right to change this policy at any time. Please contact **Amy Bradley** or **Linda Thomson** for clarity or to seek assistance with any aspect of this policy. Amy can be contacted at 814.536.5107 (Office); 814.341.4159 (Cell) or at amy@crchamber.com. Linda can be contacted at 814.535.8675 (Office); 814.243.6902 (Cell); or at lthomson@jari.com.