

PRESS ACTIVITIES

MONDAY, MAY 10

Press Room 8:00 a.m.-5:30 p.m.

TUESDAY, MAY 11

Press Room 8:00 a.m.-5:30 p.m.

Press Brunch 10:00-11:30 a.m.

Buses depart from the convention center promptly at 9:30 a.m.

Press Tours 12:00 p.m.
(returning between 3:30-4:00 p.m.)

Evening Event TBD

WEDNESDAY, MAY 12

Press Room 7:30 a.m.-5:30 p.m.

Press Conference: Brand USA 8:00-8:50 a.m.

Brand USA Media Marketplace Ribbon Cutting 9:00 a.m.

Brand USA Media Marketplace Session I 9:10 a.m.-12:25 p.m.
(with a break from 11:05-11:25 a.m.)

IPW Lunch 12:40-1:55 p.m.

Brand USA Media Marketplace Session II 2:15-4:10 p.m.

Brand USA Media Marketplace Reception 4:10-5:30 p.m.

THURSDAY, MAY 13

Press Room 8:00 a.m.-6:00 p.m.

Press Conferences: 8:30 a.m.-12:15 p.m.

IPW Lunch 12:30-1:45 p.m.

FRIDAY, MAY 14

Press Room 8:00 a.m.-4:30 p.m.

Press Conferences: 9:30-11:45 a.m.

IPW Lunch 12:45-1:55 p.m.

Evening Event TBD