



## NEWS & PUBLICITY TIPS

### See end of document for News Conference Request Form.

Be sure to include media relations in your show promotion and marketing plan. Editorial coverage in trade and local media can be an effective tool to supplement advertising, direct mail and other marketing communications tactics to promote your presence at the shows (don't forget social media!).

And take advantage of show marketing resources, including the free listing in the Exhibitor Directory's New Products & Technologies page (see the Exhibitor section of the show websites for more information).

#### News Releases:

Pre-show, send news releases to trade and local media to publicize your show participation and products and services you'll be highlighting. Many publications produce special show issues that highlight exhibiting companies. (See the Show Overview section online for Official Supporting Publications/Media for potential trade media outlets). A sample news release template is included in this document.

#### Press Kits:

Onsite, offer press kits (print or electronic) to provide media with information on the products or services on display at your exhibit booth and other information you want prospects to know. Information should focus on customer benefits (not just product features). Emphasize what's new or different.

Be sure to include your company name and booth number. All press kit contents should be in individual folders, envelopes, USB sticks, etc.

Press kits can be simple or elaborate. Information can include news releases with photos, spec sheets, product literature and other company background information. Visuals are always welcome. Make a note if digital files are available if you haven't included them in the kit.

#### Show Newsroom

The shows run a full-service newsroom for media onsite during show days and hours to assist their coverage of the shows and exhibitors. **Exhibitors are encouraged to provide press kits to the newsroom.** Exhibitors may also post messages and notices in the newsroom regarding exhibitor-related events for the media.

Drop off press kits any time starting the afternoon prior to show opening. (Kits are displayed alphabetically by company name.) Exhibitors may also check to replenish their supply. Please ship to your booth or hotel, as the newsroom cannot accept direct delivery. Exhibitors may also want to keep a supply at their booth and for handouts at a news conference, if one is planned.

*Sample News Release Template (Include date and company information)*

#### **(Exhibitor) Showcases New Products at CONEXPO-CON/AGG 2020 (IFPE 2020) International Exhibition**

*(Company) of (location) will be exhibiting at the CONEXPO-CON/AGG (IFPE) international exhibition in Las Vegas to showcase its company brand and products to the global construction industries marketplace (global fluid power/motion control/power transmission industries marketplace).*

*(Brief paragraph on scope/type of company products & brief quote by company president or other top leader on show participation, such as opportunity to meet with customers, importance of products (s) to their jobs, community)*

*(Company) will be at Booth (number) in the (location, such as North Hall, South Hall, etc.).*

*CONEXPO-CON/AGG is the international gathering place every three years for the construction industries. The event features exhibits of the latest technologies, equipment, products and services plus industry-targeted education.*



*IFPE returns every three years to showcase the latest innovations and expertise in the fluid power, power transmission and motion control industries. The event features exhibits of the latest technologies, equipment, products and services plus industry-targeted education.*

*The next CONEXPO-CON/AGG (IFPE) is set for Tuesday, March 10 through Saturday, March 14, 2020 at the Las Vegas Convention Center, Las Vegas, USA.*

#### **News Conferences:**

Thinking about a news conference onsite? Be sure your material warrants one. Editors' time is limited at the shows; don't hold a conference just to hold one, especially if information can be conveyed just as well through a news release or kit. Or, you may want to schedule one-on-one visits with select editors at your booth.

**When:** During show hours, exhibitors may conduct a news conference only onsite, in the show news conference rooms, or in their exhibit booth with show management permission.

Exhibit Booth events may also be held up to two hours prior to show opening each day and two hours after show closing, with show management permission.

*Please fill out the News Conference Request Form at the end of this document for both booth press events and news conference room requests.*

For the news conference rooms, slots are available in one-hour increments (8 am to 4 pm start time) although you don't need to use the whole hour. Room is available for set-up one-half hour before stated time and **must** be vacated one-half-hour after time slot ends.

**News conference room set:** Non-changeable seating for about 80 (classroom, and theater as needed) with lectern and wired microphone; speaker table with two wired microphones; standard projection screen; LCD projector; tables for company news materials and refreshments (if offered).

Please remove all company materials immediately at conference end. (Any company signage should be portable and free-standing.) Please arrange directly with show vendors for additional audiovisual service as well as refreshments, if needed.

**Media Invitations:** Exhibitors are responsible for inviting media to their news event. Exhibitor contacts may request a list of pre-registered media to add to their own media lists. (Also see Show Overview section online for Official Supporting Publications/Media for potential media outlets).

**Scheduling to help avoid conflicts:** Show management strives to help avoid scheduling conflicts among exhibitors for the benefit of attending media and all exhibitors. However, we can't guarantee exclusivity of a specific time, and schedule is subject to change. A consolidated schedule is provided to media and is posted in the show newsroom.

## **NEWS CONFERENCE REQUEST FORM FOLLOWS**



Please fill out form below or go to online form to fill out.

## NEWS CONFERENCE REQUEST FORM

- During show hours, exhibitors may conduct a news conference only onsite, in the show news conference rooms, or in their exhibit booth with show management permission.
- News conference *rooms* are available in 1-hour increments, 8 a.m. to 4 p.m.
- *Booth* events can be held any time period during show hours and can also be held up to two hours prior to show opening each day and two hours after show closing.
- Please see the News/Publicity Tips information in the Exhibitor Services Manual or online in the Press/Media Services area for additional information.
- *Please fill out this form for all news conference requests* (booth or room) to assist show planning and be included in the calendar provided to editors.
- We strive to avoid scheduling conflicts for the benefit of attending media and all exhibitors but we cannot guarantee exclusivity of a specific time and schedule is subject to change.
- Requests are processed on a first-come, first-served basis

### Choose your preferred Show Day:

Tuesday March 10	Wednesday March 11	Thursday March 12	Friday March 13	Saturday March 14
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### Choose your preferred News Conference Room Time *(times are local Las Vegas)*

8:00 a.m. - 9:00 a.m.	11:00 a.m. - 12:00 p.m. (noon)	2:00 p.m. - 3:00 p.m.
9:00 a.m. - 10:00 a.m.	12:00 p.m. (noon) - 1:00 p.m.	3:00 p.m. - 4:00 p.m.
10:00 a.m. - 11:00 a.m.	1:00 p.m. - 2:00 p.m.	4:00 p.m. - 5:00 p.m.

*(Please type or print.)*

**Our conference will be in *(check one)* \_\_\_\_\_ Exhibit booth \_\_\_\_\_ News conference room.**

Exhibitor Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Booth Number \_\_\_\_\_ EMAIL \_\_\_\_\_

Phone \_\_\_\_\_ Cell Phone if you wish \_\_\_\_\_

Indicate #1, #2 & #3 choices (in case #1 not available). Show Management will contact you to finalize.

1.) Date/Day \_\_\_\_\_ Time *(see above)* \_\_\_\_\_

2.) Date/Day \_\_\_\_\_ Time *(see above)* \_\_\_\_\_

3.) Date/Day \_\_\_\_\_ Time *(see above)* \_\_\_\_\_

**RETURN TO:** Email form to [ShowMediaServices@aem.org](mailto:ShowMediaServices@aem.org) or fax +1 414-272-2672. Questions: Phone 800-867-6060.  
(Please check back if you have not received a reply within 3 working days.)