

Making the Conference and Trade Media Work for You

Pre-Show and Show Daily Editorial and Advertising Opportunities

- Be sure editors are on your media mail list year round.
- Obtain a schedule of publications deadlines.
- Research editorial requirements and understand editorial objectives.
- Issue press releases about products and events.
- Follow up with phone calls to key editors.
- Use ad mats and other materials offered by show management.

Press Conferences and Tours

- Use this vehicle only if you have astounding news.
- Reserve a time as early in the show as possible for greatest impact.
- Launch a multi-city press tour from the show city.

Media Booth Appointments

- Target your key media contacts.
- Develop a campaign that includes a letter and press advisory stimulating interest.
- Follow up with phone calls and set specific in-booth appointments.

Press Party

- Throw a party, breakfast or lunch and invite the media. If you are a small company, you will gain added impact and reduce costs if you join with several other non-competitive companies.
- Divide the costs of promotion, food and beverage.
- Schedule the event immediately at close of the 1st or 2nd day of events in a convenient location.

Show Press and Press Kit Room

- Develop a kit with press releases, product information and corporate profile.
- Send some press kits in advance to key media contacts.
- Place 50 percent of supply in press kit room before show opening.
- Monitor the supply frequently.
- Place additional 30 percent in press kit room 2nd day of show or as needed.
- Place remaining supply in press kit room 3rd day or as needed.

Photo Opportunities

- Carry a camera and photograph industry leaders as they talk with your executives in your booth.
- Use these photos in the brochures and press kits you prepare for future publicity campaigns.