

TRADESHOW PUBLIC RELATIONS: A “HOW-TO” GUIDE

GET THE MOST OUT OF YOUR
TRADESHOW INVESTMENT



Vision Expo East |

Education: March 22-25, 2012

Exhibition: March 23-25, 2012

New York, NY | Jacob K. Javits Convention Center

www.visionexpoeast.com

THE IMPORTANCE OF TRADESHOW PUBLIC RELATIONS

Exhibiting at a tradeshow is one of the most effective ways to deal directly with your client base. It provides you an opportunity to meet with your clients, address their concerns and showcase your latest products.

To get the most out of your tradeshow investment, you can utilize public relations to promote your company and help drive traffic to your booth. By supplying timely and newsworthy information to the media, you can earn coverage in both trade and consumer publications.

The following sections of the Tradeshow Public Relations “How-To” Guide will provide information on the various public relations opportunities available surrounding International Vision Expos.

PRESS RELEASES

A press release is a document sent to the media to inform them of your company's recent news, whether it is a product launch, a show promotion, new partnership or a special event.

The following components should be included in your press release:

- **Contact information:** The contact information should appear at the top of the release and include your public relations contact, their phone number and email address.
- **Headline:** The headline should get the point of the release across in a direct manner and should stand out from the body copy.
- **Lead:** The lead of the press release should include the main news you would like to share (e.g. the launch of a new product). You should aim to answer "who, what, when, where and why" in the first paragraph.
- **Body copy:** The body copy contains further details on your news (e.g. product specifications, availability, etc.). Keep your paragraphs brief and back up your statements with facts. Put all opinions or editorial comments in quotes from a company spokesperson. Be sure to include your booth number in the body copy of your press release as well as any other pertinent tradeshow information.
- **Company boilerplate:** A brief overview of your company should appear at the end of the press release.

When writing a press release, keep in mind your audience, as well as what you would like your audience to take away. Remember, hundreds of press releases end up on reporters' desks everyday, so make sure your headline and lead capture the attention of the reporter.

CONTINUED ON PAGE 4

PRESS RELEASES

CONTINUED FROM PAGE 3

INSERT COMPANY LOGO

FOR IMMEDIATE RELEASE

Contact: Contact Name

Phone Number: (xxx) xxx-xxxx

Email: name@company.com

Headline

City, State (Date) – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce nisl tellus, iaculis vel, porttitor eget, pretium vel, risus. Pellentesque feugiat, lectus sit amet pretium semper, turpis mi ultrices nisl, sed vehicula lacus libero quis est. Vivamus metus. Morbi laoreet, libero sed egestas fringilla, eros turpis dignissim eros, et vestibulum justo arcu ac erat.

Phasellus odio dui, blandit in, facilisis id, molestie eu, est. Vestibulum consequat, magna pretium adipiscing elementum, lacus libero elementum tellus, ut ultricies tellus nulla ut enim. Aenean fermentum. Aliquam convallis consequat massa. Phasellus ac nunc. Curabitur et erat non nisl iaculis fermentum. Morbi ipsum. Integer hendrerit diam eget sapien. In id dolor at risus ornare vehicula.

Fusce tellus purus, hendrerit eu, interdum nec, fermentum vitae, justo. Ut tincidunt magna et leo. Aenean fermentum eros eget urna. Phasellus quis nunc a massa adipiscing cursus. Curabitur eget ipsum. Nullam posuere lacus at magna tincidunt lacinia. Cras odio libero, aliquet in, tempor ac, sodales eget, mauris.

Phasellus non libero. Etiam orci erat, scelerisque ac, aliquam eu, blandit vel, magna. Maecenas eu odio sagittis arcu sollicitudin molestie. Nullam eu metus a dui viverra sollicitudin. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Pellentesque dolor sem, pretium ut, dapibus vel, fringilla id, nulla. Aenean interdum nisl auctor mi. Nam tellus. Donec vel lectus. Fusce odio arcu, eleifend eget, consectetur sit amet, pretium eget, purus. Aliquam in pede ac libero fermentum viverra. Mauris ornare.

###

Boilerplate

Lead

Body Copy

PRESS RELEASE PITCHING

Once you have written your press release, you will need to distribute it to the media. The first step is to create a list of media contacts to whom you would like to send the press release. You should determine what outlets are important to you (trade publications, consumer media, etc.) and secure the contact information for the appropriate reporters or editors.

Next, you should distribute your press release to the media contacts. This is typically done by email, but the release can also be faxed or sent by mail. After issuing the press release, make follow-up phone calls to reporters to ensure receipt of the press release and to answer any questions.

International Vision Expo show management also compiles a list of pre-registered media, which is available to all exhibitors. As the show approaches, you may contact show management for a copy of the pre-registered media list. To request a media list for International Vision Expo East 2012, please contact Stephanie Sikorski at **ssikorski@thevisioncouncil.org**.

PRESS KITS

A press kit is a packet of information that can be supplied to the media to give a complete overview of your company. While a press kit can be distributed at any time, it is valuable to have press kits available at International Vision Expo to keep in your booth and to drop off in the show press room.

A press kit typically includes the following materials:

- **Company fact sheet:** Your fact sheet should include pertinent company information including how old your company is, what it does, what products and services you offer, key executives and contact information. You may want to include the number of employees and relevant financial information as well. The fact sheet should be in bulleted form and no longer than two pages.
- **Biographies of key executives:** Biographies of senior management should be brief. Each biography should include name, title, education, professional affiliations, awards, specific expertise at the company (titles don't always tell the story) and community involvement. Age and family information are optional.
- **Current press releases:** Press releases that are of interest to the media should be included in the press kit. These can be updated to customize press kits for certain reporters, trade shows, events, etc.
- **Images (USB, CD or photos):** Including images of your products can help to tell your company's story. Images should be high resolution and should include captions or credit information for editorial use.

CONTINUED ON PAGE 7

PRESS KITS

CONTINUED FROM PAGE 6

- **Testimonials:** A sampling of testimonials can add credibility to your company's products and services. Begin and end each testimonial with quotation marks and on a separate line include the spokesperson's name, title and company. Try to collect varied quotes that cover many aspects of what your products and services have to offer.

Remember to get written permission to use testimonials in your press kit. Ask clients if they prefer to write the quote. If they want you to write it, make sure you fax or email it to them for approval.

- **Article reprints:** If you have been fortunate enough to have newspaper or magazine articles written about your business, include reprints in the press kit. These articles lend credibility to your company.

Once you have all the materials, place them in an attractive folder or another form of creative packaging with your company logo on the cover. Pick a color that complements your logo and makes it immediately noticeable.

You can also make your press kit available on your company's website or produce a branded thumbdrive or disc – a great “green” alternative to paper-based press kits.

PRESS CONFERENCES

A press conference provides an opportunity to get coverage for your company, products and services. Holding a press conference at International Vision Expo is ideal as members of the media are already gathered in one location and are more likely to attend.

Press conferences at International Vision Expo can be held in the show press conference room or in your booth. To schedule a press conference in the show press conference room, contact show management to reserve your time, free of charge. You will also have the opportunity to arrange for catering or any specific audio visual needs for an additional cost.

Once you have determined the time and location of your press conference, you should invite the media. You can obtain a list of pre-registered media from show management in addition to using your own press list.

At the press conference you will have the opportunity to speak to members of the media and show any visuals that correspond with your news. This is also a good opportunity to distribute press kits.

For more information on how to schedule a press conference, please contact Nadine Wright at nwright@reedexpo.com.

INTERNATIONAL VISION EXPO PUBLIC RELATIONS OPPORTUNITIES

International Vision Expo offers several opportunities to promote your company and products to the media:

- **Make our media outreach, your media outreach.** International Vision Expo pitches print and broadcast media about the latest eyewear and eye care products being launched at the show. Exhibitor surveys are deployed prior to each show to learn about new product launches. By sharing information about your new products with show management, we can include that information in our pitches.
- **Post a release on our website.** International Vision Expo offers exhibitors a unique opportunity to post press releases to the “Press” section of our website. Simply log into your Map Your Show Exhibitor Dashboard, choose the PR option from the drop down box and follow the instructions to upload your release.
- **Distribute press kits.** All media (consumer and trade) attending International Vision Expo must check in at the show press office. Drop off copies of your press kits for reporters and editors to gather information for upcoming articles.
- **Hold a press conference.** Reserve the press conference room free of charge by contacting Nadine Wright at nwright@reedexpo.com.
- **Connect and engage through social media.** Twitter, Facebook, YouTube and LinkedIn have quickly become important tools in an organization’s overall toolkit. Contact us to find out how you can reach your target audience via our social media outlets before, during and after the show.

INTERNATIONAL VISION EXPO PUBLIC RELATIONS OPPORTUNITIES

CONTINUED FROM PAGE 9

- **Submit show specials.** Highlight your product launches, networking events, contests and more! All show specials are available for attendees to view and print in order to help them plan their time at Vision Expo.

For more information about public relations opportunities at International Vision Expo East, contact Nadine Wright at nwright@reedexpo.com.

INTERNATIONAL VISION EXPO SHOW MANAGEMENT CONTACT INFORMATION

For more information about International Vision Expo public relations, feel free to contact any member of the show management team:

Diane Tiberio

Marketing Director
Reed Exhibitions
(203) 840-5436
dtiberio@reedexpo.com

Nadine Wright

Marketing Associate
Reed Exhibitions
(203) 840-5448
nwright@reedexpo.com

Maureen Beddis

Vice President of Marketing &
Communications
The Vision Council
(703) 740-9496
mbeddis@thevisioncouncil.org

Stephanie Sikorski

Marketing & Communications
Manager
The Vision Council
(703) 740-2248
ssikorski@thevisioncouncil.org

Kristie Whitford

Public Relations Manager
The Vision Council
(703) 740-2247
kwhitford@thevisioncouncil.org