



NEWS & PUBLICITY INFORMATION

(See end of document for News Conference Request Form)

MEDIA RELATIONS TIPS

Be sure to include media relations as an element of your show promotion plan. Editorial coverage in trade and local media can be an effective tool to supplement your advertising, direct mail and other marketing communications tactics to promote your presence at the shows.

News Releases: Pre-show, send news releases to industry trade media to publicize your show participation and the products and services you'll be showcasing. Many industry trade publications also produce special pre-show and post-show issues that highlight exhibiting companies.

Press Kits: Offer press kits onsite to provide media with information on the products or services on display at your exhibit booth and other information you want prospects to know.

Focus on benefits to the customer (don't just list product features) when gathering information for and writing a news release(s). Also emphasize what is new or different about your products or services.

Press kits (print or electronic) can be simple or elaborate. Typical contents include items such as news releases with photographs, spec sheets, product literature and other company background information. Some additional suggestions: Include your booth number and location, as well as company contact information on all materials; provide photos (with captions); make a note if digital files of your material are available if you have not included them in the kit.

News Conferences: You may want to consider holding a news conference. Be sure the information/content you want to provide warrants a conference. Editors' time is limited when covering shows, so don't hold a conference just to hold one, especially if the 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.

If you do hold a news conference, assign a main person to coordinate arrangements. Plan on sending invitations well in advance of the event (five to six weeks). If you'll be serving refreshments, make all arrangements in advance with the show caterer. Provide a press kit for each media representative you expect to attend.

NEWSROOM – AT THE SHOW

The shows host a full-service newsroom onsite during show days and hours to assist media in their show coverage. 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.

Only exhibitors may use the show newsroom to distribute press kits (print or electronic) containing photos, spec sheets, product literature, news releases, etc. All press kit contents should be in individual folders, envelopes, etc. – no loose contents - identified with the exhibiting company name (and booth number if desired).

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



News & Publicity Information (continued)

NEWS CONFERENCES – AT THE SHOW

During show hours, exhibitors may conduct a news conference only onsite, using a special News Conference Room, or in their exhibit booth with show management permission. Exhibit booth news conferences may also be scheduled up to two hours prior to show opening each day and two hours after show closing.

Show management will provide seating for approximately 80 in a non-changeable classroom style (and additional theater seating as needed); floor lectern with wired microphone and lamp; speaker table with four chairs and two wired microphones; standard size projection screen; LCD projector; central PA amplifier for microphones/audiovisual inputs; and tables for company news materials and refreshments (if offered).

Exhibitors should remove all company materials immediately at conference end. Exhibitors should arrange directly with the show vendors for any additional audiovisual services and for food and beverage service (if desired).

In inviting media to your press event, please feel free to contact AEM PR for a list of pre-registered media so you can add any appropriate names to your mailing list.

Show management strives to help avoid scheduling conflicts among exhibitor news conferences, for the benefit of attending media and all exhibitors.

News Conference Scheduling: Exhibitors interested in holding a news conference (either in booth or news conference room) should fill out the News Conference Request Form and send to show management (Pat Monroe at pmonroe@aem.org or Fax +1 414-272-1170. For questions, phone Pat at +1 414-298-4123). Requests will be processed on a first-come, first-served basis.

**NOTE:
NEWS CONFERENCE
REQUEST FORM FOLLOWS**



NEWS CONFERENCE ROOM REQUEST FORM

SHOW DAYS - MARCH 4 (Tuesday) – MARCH 8 (Saturday)

NEWS CONFERENCE TIMES AVAILABLE

A. 8:00 a.m. - 9:00 a.m.	F. 1:00 p.m. - 2:00 p.m.
B. 9:00 a.m. - 10:00 a.m.	G. 2:00 p.m. - 3:00 p.m.
C. 10:00 a.m. - 11:00 a.m.	H. 3:00 p.m. - 4:00 p.m.
D. 11:00 a.m. - 12:00 p.m.	I. 4:00 p.m. - 5:00 p.m.
E. 12:00 p.m. - 1:00 p.m.	

News conferences during show dates and hours must be held onsite. Slots are in one-hour increments (see above) although you do not need to use whole hour. You have room set-up one-half-hour before stated time and **must** be vacated one-half-hour after time slot ends, with company materials/signage removed. Requests processed on a first-come, first-served basis.

News events may also be held in an exhibit booth during show dates and hours as well as two hours pre-show or two hours post-show hours. You do not need to fill out this form for a booth event during show hours; however, we encourage you to let us know of a planned event so we can see if there are conflicts with others and to list your event on the master news conference schedule for editors. You must contact show management if your booth event is pre- or post-show hours.

For more information, see the News & Publicity Information section. For the benefit of attending media and all exhibitors, show management urges exhibitors not to schedule press conferences in conflict with each other, if possible.

Please complete the following: *(Please type or print.)*

Our conference will be in (*check one*) ☐ exhibit booth ☐ news conference room.

Exhibitor Name _____

Contact Name _____

Booth Number _____ EMAIL _____

Phone _____ Fax _____

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 FORM TO: Pat Monroe at AEM - E-mail pmonroe@aem.org or Fax +1 414-272-1170.

Questions: E-mail or Phone +1 414-298-4123