

## NEWS & PUBLICITY TIPS

### MEDIA RELATIONS

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!).

Take advantage of show marketing resources, including free Exhibitor Directory listings (see Exhibitor section of show websites for more information).

#### News Releases:

Pre-show, send news releases to trade and local media to publicize your show participation, products, and services you'll be highlighting. Many publications produce special show issues that highlight exhibiting companies. (See the show websites 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 is new or different.

Be sure to include your company name and booth number. Consolidate all press kit contents into 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 have not included them in the kit.

#### News Conferences:

If you are thinking about a news conference onsite, be sure your material warrants one. Editors' time is limited so 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.

### AT THE SHOWS –

The shows run a full-service newsroom onsite during show days/hours to assist media coverage (**Room 340A**).

**Exhibitors are encouraged to provide press kits to the newsroom.** Exhibitors may also post messages and notices regarding media exhibitor-related events.

Drop off press kits any time starting afternoon prior to show opening (Kits displayed alphabetically by company name). Please ship to your booth or hotel as newsroom cannot accept direct delivery.

During show hours, exhibitors may conduct a news conference only onsite. Booth events can be held up to 2 hours prior to/after show hours onsite. (Limited meeting room space may be available.) Exhibitors interested in holding a news conference should fill out news conference form at end of this document; requests processed on a first-come, first-served basis.

Show management strives to help avoid scheduling conflicts among exhibitors for the benefit of attending media and all exhibitors. However, we cannot guarantee exclusivity of a specific time, and schedule is subject to change.

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 the show websites for Official Supporting Publications/Media for potential media outlets).

**Sample News Release Template**

**(Company) to Showcase New Products at (World of Asphalt Show & Conference) (AGG1 Academy & Expo)**

*(Company) of (location) will be exhibiting at the 2018 (AGG1 Academy & Expo) (World of Asphalt Show & Conference) in Houston, Texas to showcase its company brand and products.*

*(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)*

*The co-located events will be held March 6-8, 2018 at the George R. Brown Convention Center in Houston, Texas and feature the leading manufacturers and service providers in the aggregates, asphalt, pavement maintenance, and traffic safety industry sectors coming together to highlight their latest product innovations and technology advancements.*

*Visit (company) at Booth (number).*

**NEWS CONFERENCE REQUEST FORM**

**SHOW DAYS March 6 (Tuesday) – March 8 (Thursday)**

Requests processed on a first-come, first-served basis. For benefit of media and fellow exhibitors, show management urges exhibitors not to schedule conflicting press conferences if possible.

*(Please type or print.)*

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

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

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

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

Date/Day \_\_\_\_\_ Time (start/finish of conference) \_\_\_\_\_

Date/Day \_\_\_\_\_ Time (start/finish of conference) \_\_\_\_\_

**RETURN TO:**

☐ World of Asphalt Exhibitors

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☐ AGG1 Exhibitors

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(Please check back if you have not received a reply within 3 working days.)