



NEWS & PUBLICITY TIPS

See end of document for News Conference Request Form.

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!).

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 showcasing. Many publications produce special show issues that highlight exhibiting companies. (See the Visit section of the show websites for Official Supporting Publications/Media for potential trade media outlets). A sample release template is included at end of page 2.

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, etc. – no loose contents.

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.

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.

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.

Press kits can be dropped off any time starting the afternoon prior to show opening. Kits are displayed alphabetically by company name. Exhibitors may also check to replenish their supply. 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 CONFERENCES – AT THE SHOW

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.

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, with company materials/signage removed. Requests are processed on a first-come, first-served basis.



Exhibit booth news conferences: Can hold any time during show hours as well as up to two hours prior to show opening each day and two hours after show closing.

News conference room set: Seating for approximately 80 in a non-changeable classroom style (and 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; tables for company news materials and refreshments (if offered); and central PA amplifier for microphones/audiovisual inputs (for example if you plan to record your conference for use after the event).

Please remove all company materials immediately at conference end. (All 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 the Visit section of the show websites for Official Supporting Publications/Media for potential media outlets).

News Conference Scheduling: 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 the schedule is subject to change. A consolidated schedule is provided to media and is posted in the show newsroom.

Exhibitors interested in holding a news conference in the news conference rooms should fill out News Conference Room Request Form on page 3 and return to show management. Requests processed on a first-come, first-served basis.

We ask booth events to also be scheduled through this form so we are aware of planned events and potential conflicts and to be listed on the master news conference schedule for editors. You must contact show management if your booth event is pre- or post-show hours.

Sample News Release Template

(Company) to Showcase New Products at CONEXPO-CON/AGG 2017 (IFPE 2017) 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 Gold Lot, North 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 and innovations in equipment, products and services plus extensive industry-targeted education.

IFPE is the leading international exposition and technical conference dedicated to the integration of fluid power with other technologies for power transmission and motion control applications. The event features exhibits of the latest technologies and innovations in equipment, products and services plus extensive industry-targeted education.

Held every three years, the next CONEXPO-CON/AGG (IFPE) is set for Tuesday, March 7 through Saturday, March 11, 2017 at the Las Vegas Convention Center, Las Vegas, USA.



NEWS CONFERENCE REQUEST FORM

SHOW DAYS - MARCH 7 (Tuesday) – MARCH 11 (Saturday)
NEWS CONFERENCE ROOM TIMES

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 _____ 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 TO: Pat Monroe: pmonroe@aem.org or Fax +1 414-272-1170. Questions: E-mail or Phone +1 414.298.4123.
(Please check back if you have not received a reply within 3 working days.)