

PR & MARKETING

You can download the event logo [here](#).

We work hard as event organizers to build strong relationships with specialist trade press, as well as regional and national media, to make sure that our shows, and our exhibitors, get maximum exposure. We also encourage all exhibitors to join the PR and marketing campaign by taking a proactive approach before, during and after shows.

Generating PR ahead of the event

There are lots of opportunities for you as an exhibitor to showcase your products and services in the build-up to a show (please see 'Exhibitor Promotion' in the Show Organizer Information). To help, think about the following, and how it could be linked to your presence at the show:

- Have you recently launched a new product, service or technology? Do you plan to do so at the show?
- Has the company recently achieved a sales record, landed a contract win, or announced financial results?
- Are there any special promotions you are currently running?
- Has the company taken on any new members of staff or made any interesting recent investments?

Press packs and releases

All exhibitors should come equipped with a press release for the media, detailing any new or key product/service(s) on display at the show, available in both electronic and physical form for distribution to media visiting your booth.

Interviews and press conferences

Exhibitions provide the perfect platform for direct contact with the media in your industry. Your company spokespeople should ideally be media trained, but at the very least should be well prepared and provided with a list of key messages to communicate during the event.

Interviews should be offered to the media – and set up – in advance of the event, in order to enable more precise planning. We can assist with this if required.

Exhibitions also present the perfect opportunity to organize a press conference. These can take the form of an informal media gathering on your booth, or a larger, formal presentation in dedicated facilities with full audio-visual support. We can assist you with press conference planning and media invitations if required.

Social media

If tweeting or posting about your participation at ADAS & Autonomous Vehicle Technology Expo California 2025 on social media, please use the event hashtag: **#AVTExpoCA**

You can also find us on [X](#) and [LinkedIn](#)