



PUBLIC RELATIONS GUIDE FOR EXHIBITORS

Georgia World Congress Center | Atlanta, Georgia | March 9-11, 2021

WorldOfAsphalt.com



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ABOUT WORLD OF ASPHALT 2021

World of Asphalt is the leading asphalt trade show and conference and your complete resource for everything new in the asphalt industry. From the latest equipment, to best practices and techniques, you can use it all when you return to your business and jobsite.

This year, World of Asphalt

WHAT CAN PUBLIC AND MEDIA RELATIONS DO FOR YOUR WORLD OF ASPHALT EXPERIENCE?

Getting your products and services covered by the media, is a high-value method to get them in front of your prospective clients, especially coveted decision-makers, before they arrive in Atlanta.

For smaller and medium-sized companies, this can help bring potential customers to your booth who are more interested in what you offer than simple foot traffic. Providing your sales staff with potential leads, with fewer objections to overcome, and are already one step closer to closing.

HOW DO I GET THE MEDIA TO PAY ATTENTION TO US?

As part of your exhibitor fees for World of Asphalt, you are entitled to a list of attendee media with regular updates. These updates start arriving in October and are sent to designated PR contacts at your company.

If you need to be added to the list of designated PR contacts, please fill out this request form. Individuals with an e-mail address with your company's domain (e.g. your.name@yourcompany.com) will be automatically added to the list. Individuals with a different e-mail domain, (e.g.

boasts more than 500 exhibitors and 150 education sessions.

See you in Atlanta, Georgia, March 9-11, 2021.

Someone from a communications agency) will need to be verified by a company representative first.

Once you have those lists, you are free to reach out to them at your earliest opportunity.

PRESS RELEASES

Press releases are the easiest way to get information in front of a reporter. However, your press release is arriving in their inbox along with everyone else's.

First, decide if your message is something that warrants a press release. Typically, news media are looking for "what's new." New products being debuted, new services being announced, updates to current products, or collaborations between companies are examples of things the media want to know about.

You'll have the best luck of getting covered if there is a time-bound element to your message. For example, a date your product or service will debut, a date and time for an event to be held or when a change to a product will go into effect.

While you're writing that press release, think about how you can get it in front of potential show attendees directly. Make sure it gets posted on your company website, share through the company's social media channels and send it with suggested social posts for your employees, and any other communications tools you may have.

START TALKING EARLY

If you're a smaller or newer company, you have to start telling your story weeks, sometimes months before you get on the plane for Atlanta. Why?

There are 500 other exhibitors trying to get media attention to maximize the number of attendees in their booths. The media don't have enough column-inches to adequately tell everyone's story

right before the show.

Even if they did, attendees

don't have enough bandwidth to pay attention to everything all at once.

Getting your message out early = more time given to your message by the media and their audience.

Most often, e-mail is the standard method of delivery for a press release. If you don't already have one, a professional e-mail delivery service (e.g. Constant Contact, MailChimp, Act-On, etc.) is a worthwhile investment that will help your message get noticed by being able to include your company's branding within the body of the message, as well as make use of variable data to help personalize messages.

SOMETIMES, TARGETED MESSAGES ARE BETTER

In the regularly-updated media lists, you'll realize some publications talk directly to your audience.

Targeting specific publications and reporters, you're more likely to get your message out in a way it can really impact attendees headed for World of Asphalt.

For example, if your company makes aerial imaging gear for highway projects, find reporters that focus on technology or drones. You'll catch their interest faster.

PRESS KITS MAKE IT EASIER FOR MEDIA TO TELL YOUR STORY

All media are visual. Even radio shows and podcasts, ultimately have their stories or episodes posted on a website that people will look at.

A press kit is a comprehensive collection of all the information a reporter could possibly use to cover your company at the show. It will typically include spec sheets and high-resolution images of all the equipment you are displaying, and/or new equipment being debuted. If you are making company officials available for comment/quote, include high-resolution photos and bios of those individuals, and any other company leaders that help tell your story. The easiest way to think about

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it is, if you have a piece of information that helps sell your product/service, include it in your press kit.

Make sure you have all your product and service information and visual assets in one easy-to-find and easy-to-navigate place (a USB thumb drive, a page on your website, are strongly recommended) you're more likely to get coverage because it's simply easier to cover what you're up to.

In follow-up surveys, media tell us that having high-resolution images and product specs makes their job a lot easier.

Photos should be offered in multiple resolutions. A non-compressed (.tif, .psd) format with at least 300 dpi resolution is what publications that print on paper need. Compressed (.jpg, .png) images set to 72 dpi resolution are ideal for online-only publications.

Logos and illustrations provided in their original vector format (.ai, .eps, .svg) will result in the best look for your visual assets in both print and online. You should also offer a raster format version as well, preferably a .png file, to make it easier for online reporters to include your materials faster. Logos and illustrations in the .jpg format are NOT recommended, as they will create a white box around your carefully crafted image.

Once you have your press kit assembled, we recommend bringing 25-50 copies, as well as a container to hold them and a sign (a letter-sized graphic in an acrylic holder is ideal) to the World of Asphalt Newsroom, location TBD.

SCHEDULE AN IN-BOOTH EVENT

One way to get press to come to your booth is to invite them to see something at a specific date and time.

Whether it's a press conference, a product unveiling, an open availability from your company's CEO, inviting media for something specific and newsworthy helps get them to your booth.

In addition to regular updates to our media list, your exhibitor fee entitles you to regular (bi-weekly) updates to the media event calendar, which helps

you decide when to hold an event. That calendar is provided to media with regular updates.

Use this form to request getting your event on the World of Asphalt Press Event calendar.

DO YOU HAVE MORE QUESTIONS?

World of Asphalt exhibitors are also entitled to one 60-minute one-on-one consultation with our director of public relations, Sandra Mason. She can review your media kit, provide advice on your press event, pitching the media or answering your questions about PR at World of Asphalt.

Contact Sandra for available dates and times.



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MEET THE WORLD OF ASPHALT PR TEAM

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Sandra is an award-winning PR practitioner with over 20 years of experience in the areas of insurance, government and special events.

She has spent the past five years telling the story of the Association of Equipment Manufacturers (AEM) and our trade shows and is ready to help World of Asphalt exhibitors have a successful experience in Atlanta.

Justin comes to AEM from the government and broadcast news worlds, joining the Association just over a year ago.

Having won awards for his work in both broadcast news and PR, Justin is an accomplished, multi-platform storyteller that can help World of Asphalt exhibitors get noticed in more than one format.

ADDITIONAL RESOURCES

For additional resources to make your World of Asphalt experience more successful, the World of Asphalt Exhibitor Marketing Kit has tools, graphics, and images for traditional, electronic and social media marketing available for your use.

Find the World of Asphalt Exhibitor Marketing Kit in your Exhibitor Dashboard.

THE WORLD OF ASPHALT NEWSROOM

The World of Asphalt PR team provides a space within the Georgia World Congress Center exclusively for use by attendee media to gather and work on stories, talk over the latest asphalt equipment news and conduct interviews. Exhibitors are invited to display press kits and related material.

The World of Asphalt newsroom provides reporters with WiFi, laptops and a printer for those in need, as well as snacks. It's also where you will find your World of Asphalt PR team members.

FIND THE NEWSROOM HERE:

Location TBD
Check back for update!

IF YOU REQUIRE STOCK PHOTOS OF WORLD OF ASPHALT, VISIT
WORLD OF ASPHALT.COM/PRESS/MEDIA-DOWNLOADS



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285 Andrew Young Int'l Blvd NW
Atlanta, Georgia 30313
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Co-Located with

