



# Public Relations Opportunities

January 14-16, 2016 • Orange County Convention Center, Orlando, FL – North A/South A Halls

## Maximize Your Reach with Marketing & PR

As we gear up for the January 2016 Surf Expo, public relations opportunities are greater than ever for exhibiting companies. With more than 200 working media expected to attend, opportunities are abundant for prepared exhibitors. Please take the time to read through the information below and pass it on to your public relations and/or marketing manager/agency. More details are available in the **Exhibitor Advertising/Sponsorship** section on [surfexpo.com](http://surfexpo.com).

## Exhibitor Listing (No charge)

Each Exhibiting Company will appear in the following areas, as part of Surf Expo's Exhibitor Listings.

- Online Floorplan & Exhibitor Listings (on [surfexpo.com](http://surfexpo.com))
- Surf Expo Show App (visit [surfexpo.com/showapp](http://surfexpo.com/showapp) for links to download iPhone, iPad or Android app)
- Printed On-Site Directory

## Enhanced Exhibitor Listing (Fee applies)

Surf Expo offers an Enhanced Exhibitor Listing package (fee applies) to highlight your Exhibiting Company name in the Exhibitor Listings for added visibility and impact. In addition to the list above with the Enhanced Exhibitor Listing package you'll receive the following:

- Online Exhibitor Listings (on [surfexpo.com](http://surfexpo.com))- Your Exhibiting Company Name will be highlighted, your logo and brief company description will be included with your listing, and in addition, you will included in a separate "Featured Exhibitor" listing.
- Surf Expo Show App- Your Exhibiting Company Name will be highlighted, include your logo and brief company description, and in addition you will included in a separate "Featured Exhibitor" listing.
- Printed On-Site Directory- Exhibiting Company name will appear in bold.

To inquire about an Enhanced Exhibitor Listing, please contact Jill Knowles, at [jill.knowles@surfexpo.com](mailto:jill.knowles@surfexpo.com).

## Fashion Shows

Exhibitors are welcome to submit up to 2 pieces for consideration in Surf Expo's daily fashion shows at no cost. Samples are due no later than December 4, 2015. Want guaranteed presence on the runway? Sponsored scenes are available! Contact Jill Knowles at [jill.knowles@surfexpo.com](mailto:jill.knowles@surfexpo.com) for more information.

## Press Materials (No charge)

Exhibitors are welcome to leave a maximum of 10 press kits in the Media Lounge at Surf Expo per day. Deliver kits to Media Lounge host at 9 am each show day. For information contact Veronica Carmichael at [veronica.carmichael@surfexpo.com](mailto:veronica.carmichael@surfexpo.com).

## Industry Press Releases

Share latest news, product releases etc. by sending press releases to us to post on the Industry News section of [surfexpo.com](http://surfexpo.com) (at our discretion). Email press releases to Veronica Carmichael at [veronica.carmichael@surfexpo.com](mailto:veronica.carmichael@surfexpo.com).

## Social Media

Use Twitter and Instagram to promote your company at Surf Expo using the hashtag #surfexpo. Follow @surfexpo on Twitter and Instagram as well as like us on Facebook for the latest news on the show and live updates from the show!

## Attending Media Lists (No charge)

A list of working media pre-registered to attend Surf Expo's January show will be available to exhibitors in early-December. For a list of pre-registered working media with names, titles, outlets and email addresses, please email Veronica Carmichael at [veronica.carmichael@surfexpo.com](mailto:veronica.carmichael@surfexpo.com).

Use this list to make appointments with the media and follow up after the show.

## New Product at Surf Expo

Let us know if you have a new product launching at Surf Expo so that we can share it with our attending press! Also, have your new product featured in the New Product Showcase! Located in a high traffic, prominent area of the show, it is a must see for media and buyers looking for "what's new" at Surf Expo! Contact [marketing@surfexpo.com](mailto:marketing@surfexpo.com) for more details.

## Advertising & Sponsorships

Don't limit your Surf Expo experience to the walls of your exhibit space. It all starts before buyers even reach your booth. Put your company name, logo and brand message in high-visibility and unexpected locations -- places buyers really notice it. We offer brand/marketing opportunities to match any budget. Make your next Surf Expo your most productive ever! For more info and to download contracts, visit [surfexpo.com](http://surfexpo.com), contact your Sales Manager or Jill Knowles at [jill.knowles@surfexpo.com](mailto:jill.knowles@surfexpo.com).



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## Before The Show

With pre-show advertising, public relations and targeted buyer relations options, you can start the buzz before you get to the show floor.

- Enhanced Exhibitor Listing
- Surf Expo Show App
- Banner Ads on surfexpo.com
- Product Spotlight Emails
- Surf Expo Magazine (Show Guide) Ad
- Online Product Catalog Gallery
- Direct Mail to Surf Expo Retailers
- Free Exhibitor Appointment Cards

## At The Show

Onsite options range from the modest to the premium packages – something to fit every marketing strategy and budget.

- On-Site Directory Ad
- Surf Expo Magazine (Show Guide) Ad
- Enhanced Exhibitor Listing
- Branded Meter Board
- Badge Lanyards
- Window Graphics
- Escalator Graphics
- Show Bags
- Magazine Bins
- Fashion Show Scene
- VIP Gift Bag Product Placement
- Restroom Product Placement
- Surf Expo Show App Ad

## After The Show

Many of our offerings extend beyond the show dates. Don't miss the chance to connect for weeks after the show.

- Enhanced Exhibitor Listing
- Surf Expo Magazine Ad
- Online Product Catalog Gallery
- Product Spotlight Emails
- Surf Expo Show App