

## NEWS & PUBLICITY TIPS

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.

### Show Newsroom

The shows run a full-service newsroom for media onsite during show days/hours to assist their coverage of the shows and exhibitors. **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.

[Sample News Release Template \(Include date and company contact information.\)](#)

### **(Exhibitor) Showcases New Products at (World of Asphalt Show & Conference) (AGG1 Academy & Expo)**

*(Company) of (location) will be exhibiting at the 2019 (AGG1 Academy & Expo) (World of Asphalt Show & Conference) in Indianapolis, Indiana 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)*

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

*The co-located events will be held February 12-14, 2019 at the Indiana Convention Center in Indianapolis 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.*

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### Press Conferences:

If you are thinking about a press 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. An option is to schedule one-on-one booth visits with select editors.

During show hours, exhibitors may only conduct a press conference onsite. (Booth events can be held up to 2 hours prior to/after show hours. Limited meeting room space may be available.)

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 press 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).

Exhibitors interested in holding a press conference should fill out the form below – or go online for the fillable version at <https://www.worldofasphalt.com/press/media-services/>.

Requests are processed on a first-come, first served basis. Please fill out this form even if you have filled out an in-booth event request form.

## PRESS CONFERENCE REQUEST FORM

SHOW DAYS February 12 (Tuesday) – February 14 (Thursday)

*(Please type or type.) (Please read preceding information.)*

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) \_\_\_\_\_

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

### RETURN TO:

- World of Asphalt Exhibitors: Pat Monroe [pmonroe@aem.org](mailto:pmonroe@aem.org). Questions: Email, Phone 414-298-4123.
- AGG1 Exhibitors: Patrick Dunne [pdunne@nssga.org](mailto:pdunne@nssga.org). Questions: Email, Phone 703-526-1062.

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

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