



NEWS & PUBLICITY INFORMATION

MEDIA RELATIONS TIPS

Be sure to include media relations as an element of your show promotion plan. Editorial coverage in the trade media can be an effective tool to supplement your advertising, direct mail and other marketing communications tactics to promote your presence at CONEXPO-CON/AGG and IFPE.

News Releases: Pre-show, send news releases to industry trade media to publicize your show participation and the products and services you'll be showcasing. Many industry trade publications also produce special pre-show and post-show issues that highlight exhibiting companies.

For pre-show and post-show mailings, a list of editorial contacts from publications participating in the show advertising tradeout program is available in the show marketing kit.

Press Kits: Offer press kits on-site to provide media with information on the products or services on display at your exhibit booth and other information you want prospects to know. In gathering information for a news release(s), consider what is new or different about your products or services, especially who they are targeting (potential customers) and the benefits to the customer (don't just list product features).

Press kits can be simple or elaborate. Typical contents include items such as news releases with photographs, spec sheets, product literature and other company background information. Some additional suggestions: Include your booth number and location, as well as company contact information on all materials; provide photos (with captions); make a note if digital files of your material are available if you have not included them in the kit.

News Conferences: You may want to consider holding a news conference. Be sure the information/content you want to provide warrants a conference. Editors' time is limited when covering shows, so don't hold a conference just to hold one, especially if the 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.

If you do hold a news conference, assign a main person to coordinate arrangements, including sending invitations at least six weeks prior to the shows. If you'll be serving refreshments, make all arrangements in advance with the show caterer. Provide a press kit for each media representative expected to attend.

For additional media relations information, see the "Tips for Working with the Trade Press" survey produced by AEM's Publications in Construction and Agriculture group (PICA), available online at www.aem.org.

NEWSROOM – at the shows

CONEXPO-CON/AGG and IFPE host a full-service newsroom on-site during show days/hours to assist media covering the shows. Exhibitors are encouraged to provide press kits to the newsroom. (*more*)



Only exhibitors may use the CONEXPO-CON/AGG and IFPE newsroom to distribute press kits containing photos, spec sheets, product literature, news releases, etc. All press kit contents should be in individual folders or envelopes identified with the exhibiting company name/booth. Exhibitors may also post messages and notices in the newsroom regarding exhibitor-related events for the media.

Exhibitors may drop off press kits at the newsroom any time starting the afternoon prior to show opening. Kits will be displayed alphabetically by company name. Exhibitors are responsible for checking their supply of press kits to replenish. (Unfortunately there is not sufficient space in the newsroom for delivery or storage of press kits.) 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 shows

During show dates and show hours, exhibitors may conduct a news conference only on-site, using a special News Conference Room, or in their exhibit booth with show management permission. Exhibit booth news conferences may also be scheduled up to two hours prior to show opening each day and two hours after show closing.

Exhibitors are responsible for inviting media to their news conference, audiovisual and/or photographic services, press kits/handouts and food and beverage service (if desired).

Show management will provide classroom seating for approximately 70 in a non-changeable classroom style; floor lectern with wired microphone and lamp; speaker table with four chairs and two wired microphones; standard size projection screen; LCD projector; central PA amplifier for microphones/audiovisual inputs; and tables for news materials and refreshments (if offered). Exhibitors are responsible for removing all company materials immediately at conference end.

Show management strives to help avoid scheduling conflicts among exhibitor news conferences, for the benefit of attending media and all exhibitors.

News Conference Room: Exhibitors interested in holding a news conference should fill out the News Conference Room Request Form and send to show management (Pat Monroe at email pmonroe@aem.org or fax +1 414-272-2672. For questions, phone +1 414-298-4123). Requests will be processed on a first-come, first-served basis.

News Event in Booth: You do not need to fill out a form for a booth event during show hours; however, we encourage you to let us know of a planned event so we can see if there are conflicts and to list your event on the master calendar for editors. For a booth event pre- or post-show hours, please contact show management.

NOTE: NEWS CONFERENCE FORM FOLLOWS



NEWS CONFERENCE ROOM FORM

DATES - MARCH 22-26, 2011 (Show Days)

NEWS CONFERENCE TIMES AVAILABLE

A. 8:00 a.m.	9:00 a.m.	F. 1:00 p.m.	2:00 p.m.
B. 9:00 a.m.	10:00 a.m.	G. 2:00 p.m.	3:00 p.m.
C. 10:00 a.m.	11:00 a.m.	H. 3:00 p.m.	4:00 p.m.
D. 11:00 a.m.	12:00 p.m.	I. 4:00 p.m.	5:00 p.m.
E. 12:00 p.m.	1:00 p.m.		

News conferences during show dates and hours must be held onsite. Slots are in one-hour increments (see above) with room 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 processed on a first-come, first-served basis.

News events may also be held in an exhibit booth during show dates and hours as well as two hours pre-show or two hours post-show hours. You do not need to fill out this form for a booth event during show hours; however, we encourage you to let us know of a planned event so we can see if there are conflicts with others and to list your event on the master news conference schedule for editors. Please contact show management for booth events pre- and post-show hours.

For more information, see the News & Publicity Information section. For the benefit of attending media and all exhibitors, show management urges exhibitors not to schedule press conferences in conflict with each other, if possible.

To request use of a News Conference Room, please complete the following: *(Please type or print.)*

Exhibitor Name _____

Contact Name _____

Title _____

Booth Number _____ EMAIL _____

Phone _____ Fax _____

Indicate #1, #2 & #3 choices (in case #1 not available). Show Management will contact you to finalize.

1.) Date _____ Time _____

2.) Date _____ Time _____

3.) Date _____ Time _____

RETURN FORM TO: Pat Monroe at AEM - E-mail pmonroe@aem.org or Fax +1 414-272-2672.

Questions: E-mail or Phone +1 414-298-4123