



PRESS & PUBLICITY INFORMATION

PRESS 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 inexpensive yet effective tool to supplement your advertising, direct mail and other marketing communications tactics to promote your presence at ICUEE.

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 press 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.

Press Events: You may want to consider holding a press event. Be sure the information/content you want to provide warrants a conference. Editors' time is limited when covering shows, so don't hold a press conference just to hold an event, especially if the information can be conveyed just as well through a press release or kit. Or, you may want to schedule one-on-one visits with select editors at your booth.

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

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

PRESS ROOM

ICUEE hosts a full-service press room on-site during show days and hours to assist media who are covering the show. Exhibitors are encouraged to provide press kits to the press room. Exhibitors may also post messages and notices in the press room regarding exhibitor-related events for the media.

Only exhibitors may use the press room 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.



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(continued)

Exhibitors may drop off press kits at the press room 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 press room for delivery or storage of press kits.) Exhibitors may also want to keep a supply at their booth and for handouts at a press event, if one is planned.

PRESS CONFERENCES

During show dates and show hours, exhibitors may conduct a press conference only on-site, using a special Press Conference Room, or in their exhibit booth with show management permission. Press events may be scheduled in a press conference room with one-hour time slots starting at 8:00 am up to one hour before show close.

Exhibit booth events 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 press event, audiovisual and or photographic services, press kits/handouts and food and beverage service (if desired).

Show management will provide classroom seating for approximately 50 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; central PA amplifier for microphones and audiovisual inputs; and tables for press materials and food/beverage service. Exhibitors are responsible for removing all company materials immediately at conference end.

Exhibitors interested in holding a press conference should fill out the Press Conference Request Form included in this marketing kit and send to show management (Pat Monroe at email pmonroe@aem.org or fax +1 414-272-1170. For questions, email or phone +1 414-298-4123). Requests will be processed on a first-come, first-served basis. Exhibitors are encouraged to alert show management to their press event plans for compilation into a master calendar for the convenience of the media. Show management strives to help avoid scheduling conflicts among exhibitor press conferences, for the benefit of attending media and all exhibitors.

See next page for Press Conference Request Form.



PRESS CONFERENCE REQUEST FORM

Press conferences during show hours must be held onsite. Conferences can be scheduled starting at 8:00 AM in the press conference room and slots are available in one-hour increments up to one hour before show close. Press events may also be held in an exhibit booth during show hours as well as two hours pre-show or two hours post-show hours. For more information, see the Press & Publicity Information section of the marketing kit.

Requests will be processed on a first-come, first-served basis. For the benefit of attending media and all exhibitors, show management urges exhibitors not to schedule press conferences in conflict with each other.

PLEASE COMPLETE THE FOLLOWING:

Please type or print.

Our conference will be in (check one) ___ exhibit booth ___ press conference room.

Exhibitor Name

Contact Name

Title

Booth Number

Email

Phone

Fax

Indicate 1st as well as 2nd and 3rd choices (in case 1st is not available). Show Management will contact you to finalize.

1.) Date

Time

2.)Date

Time

3.)Date

Time

RETURN FORM TO: ICUEE PRESS CONFERENCES

Pat Monroe at AEM

Email pmonroe@aem.org OR Fax to +1 414 -272-2672

Questions? Email or phone +1 414-298-4123