

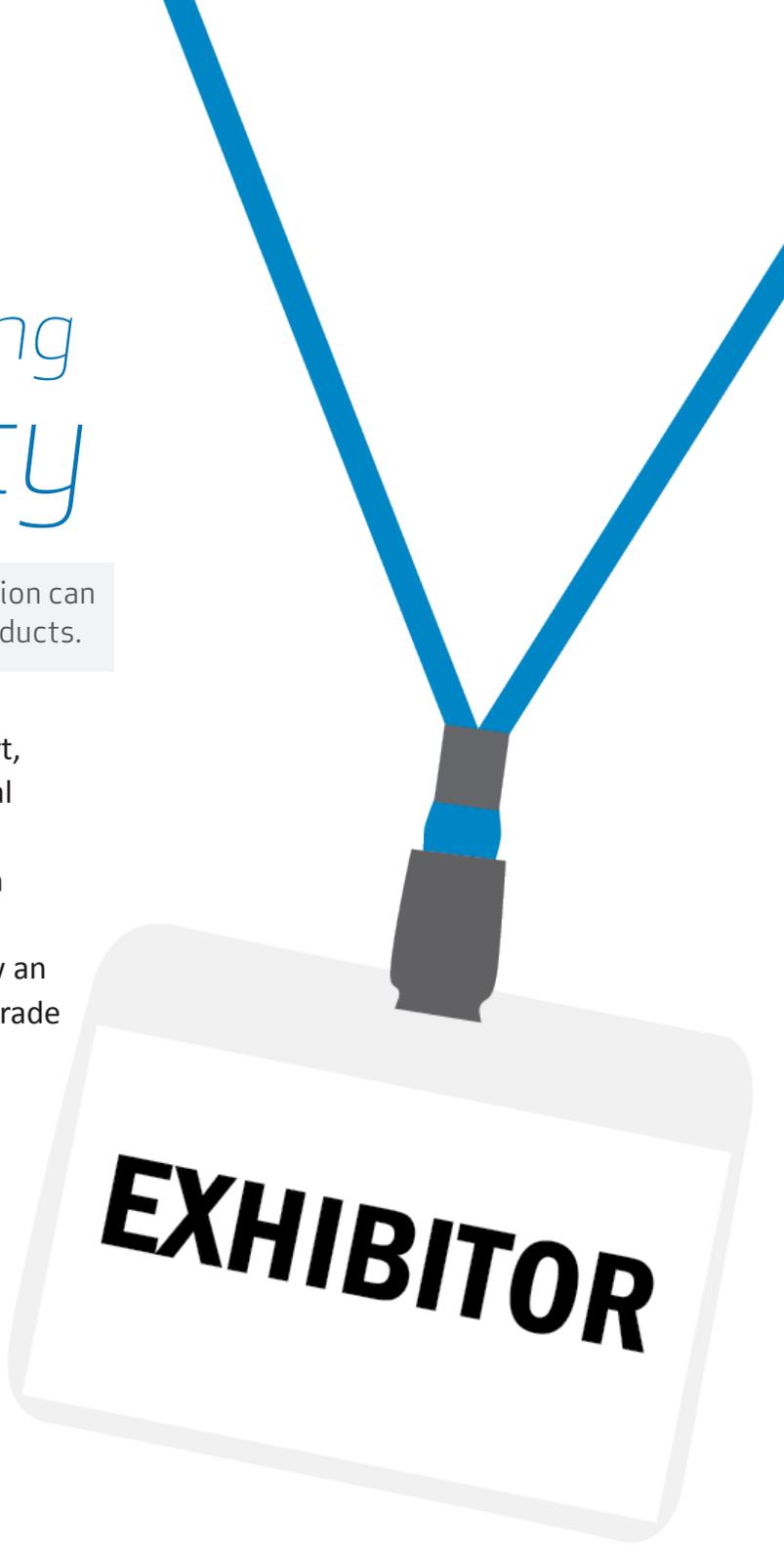
*The Ultimate Guide to Generating
Trade Show Publicity*

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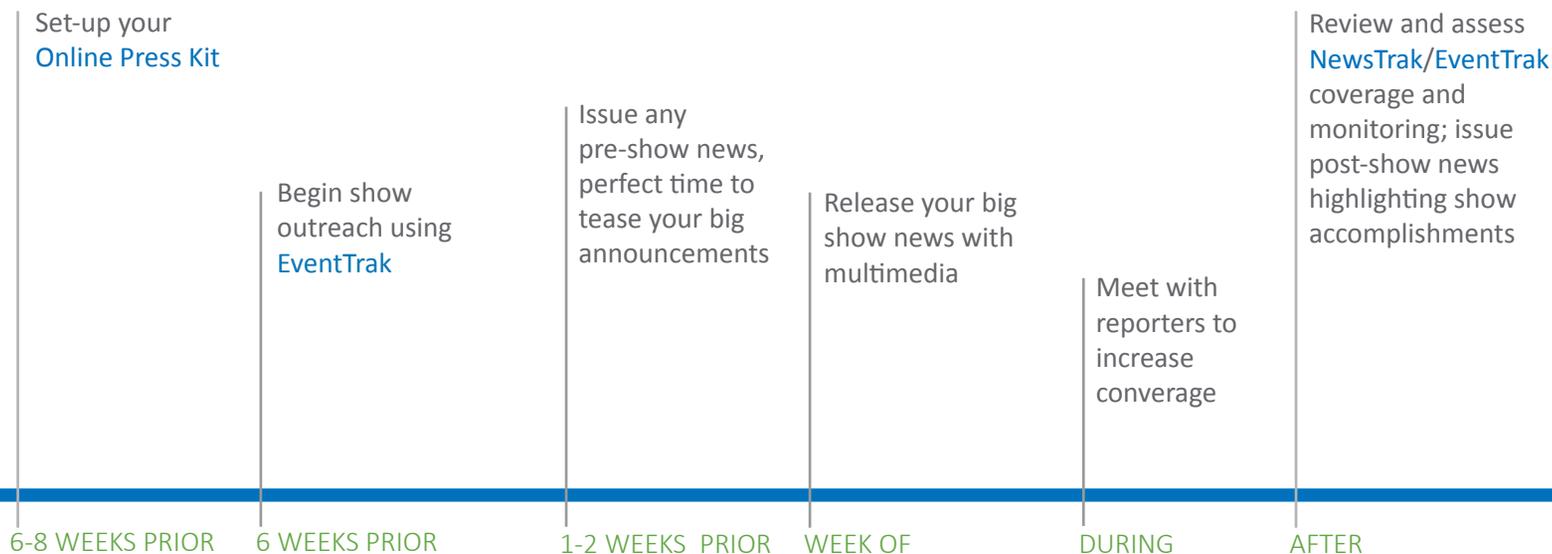
In this paper, Business Wire provides a clear understanding of how an organization can leverage trade show participation to increase awareness of their brand and products.

Trade shows are terrific opportunities for exhibitors to showcase their products and services and make impactful corporate announcements. A well-crafted event publicity strategy can mean the difference between wasting your time, money and resources or getting the most return on investment out of a show.

In this Business Wire guidance report, Leon Harbar, Vice President of Global Trade Shows and Events, lays out a comprehensive plan that spans from weeks before, to during and after an event. Following this guide will allow an organization to get the most out of trade show publicity.



EXHIBITOR



Overview

Trade shows provide companies the perfect opportunity to increase awareness of their brand and launch new products and services, and a well thought out and smartly executed content marketing campaign is a key component in producing a solid return on your investment.

Business Wire is the global leader in event press release distribution and has years of experience assisting clients with the intricacies of generating successful trade show publicity. Below are seven steps to take to maximize your public relations and marketing efforts at an event.

Plan in Advance

Planning ahead is a key component to successful trade show marketing. At a trade show, you have the unique challenge of working in a chaotic environment while competing with hundreds of companies for coverage of your products and services.

In reality, companies that plan well in advance get the coverage they seek while companies that show up at the event with news in hand but no marketing plan fail badly.

To be successful at trade show marketing, you must start with a planning meeting well in advance of the event to discuss attainable goals and the role of your staff to achieve those goals.

AT LEAST 6-MONTHS PRE-SHOW

Some examples of trade show marketing public relations goals include:

- Identifying awards opportunities
- Keeping track of the competition
- Securing speaking engagements for your executives on keynotes, panels and discussion groups
- Increase visibility with key opinion leaders in the marketplace
- Maximizing coverage for product launches
- Securing coverage by conducting interviews with key editors, analysts and bloggers on-site or outreach to show dailies
- Create excitement with content distributed (and hashtagged appropriately) over social media channels
- Monitoring chatter for negative or positive sentiment and discussions about your brand or featured products
- Generating sales and new sales opportunities



Work with the Event Organizer

One of the best ways to promote your company at a trade show is by creating a relationship with the show organizers. Every event has a dedicated media relations team that can assist you with your public relations efforts.

Contact this team early to identify promotional opportunities including receiving attending media lists, scheduling press conferences, receptions, awards programs and securing speaking opportunities.

If you plan on holding a press conference during the show, work with show organizers to book

your time slot and then publicize the event well in advance.

Another great idea is to host your own invitation-only press reception or special event at your booth, or off-site at a nearby hotel, restaurant or bar.

It is key to know that many shows no longer allow paper press kits within the press room, instead referring journalists to their online newsrooms and clients' online press kits. If you plan on bringing them, check the show's policy first.



Pre-Show Media Relations

There are several terrific ways to increase visibility of your company and news during a trade show, including doing some pre-show media relations outreach.

To kick this off, ask the event's PR team for the pre-registered media list. Then use this list to research the reporters and bloggers attending the show relevant to your industry niche and company.

Then, use Business Wire's [EventTrak Report](#) to analyze media coverage from the event. Exceptionally easy to use, EventTrak provides you access to a comprehensive database that includes online author and blogger lists (including the

reporter's contact information), full coverage of the event from the last 12-months, and the ability to search, browse and export data for easy media list creation.

After you have vetted the pre-registered media list and the Report, start making appointments with your top media targets well in advance of the event, as their schedules fill up quickly. In making an appointment, don't waste the reporter's time. Make sure you know who you are talking to, what you are asking for and that your news is relevant to their beat and audience. Invite the media, industry analysts and bloggers to your press conference or reception.



Build and Promote an Online Press Kit

Keep hard copy press kits and press materials to a minimum (if using at all). Make it easy for media to access your most-up-to-date press materials by posting your press kit online.

Your [Online Press Kit](#) should include:

- Relevant press releases
- Product announcements
- White papers
- Case studies
- Product photos or images
- PowerPoint presentations
- Product demos (as video or other digital content)
- Product fact sheets
- Corporate backgrounders
- Invitations to special events, receptions

Once you have created your Online Press Kit, you will receive a URL. Shorten this URL and track clicks by using the URL shortener of your choice.

Include your URL in all of your press releases and communications that you distribute to your targeted media lists, vetted pre-registered press list, industry trade media, bloggers, etc.

Another option is to create a QR Code of your Kit URL to enable the accessing of your press materials via smart phone or mobile device. Promote the code with booth signage or trade show business cards.

Also, to maximize effectiveness of your Online Press Kits during the show itself, be sure to include your onsite contact information, booth number and links to your social media channels.



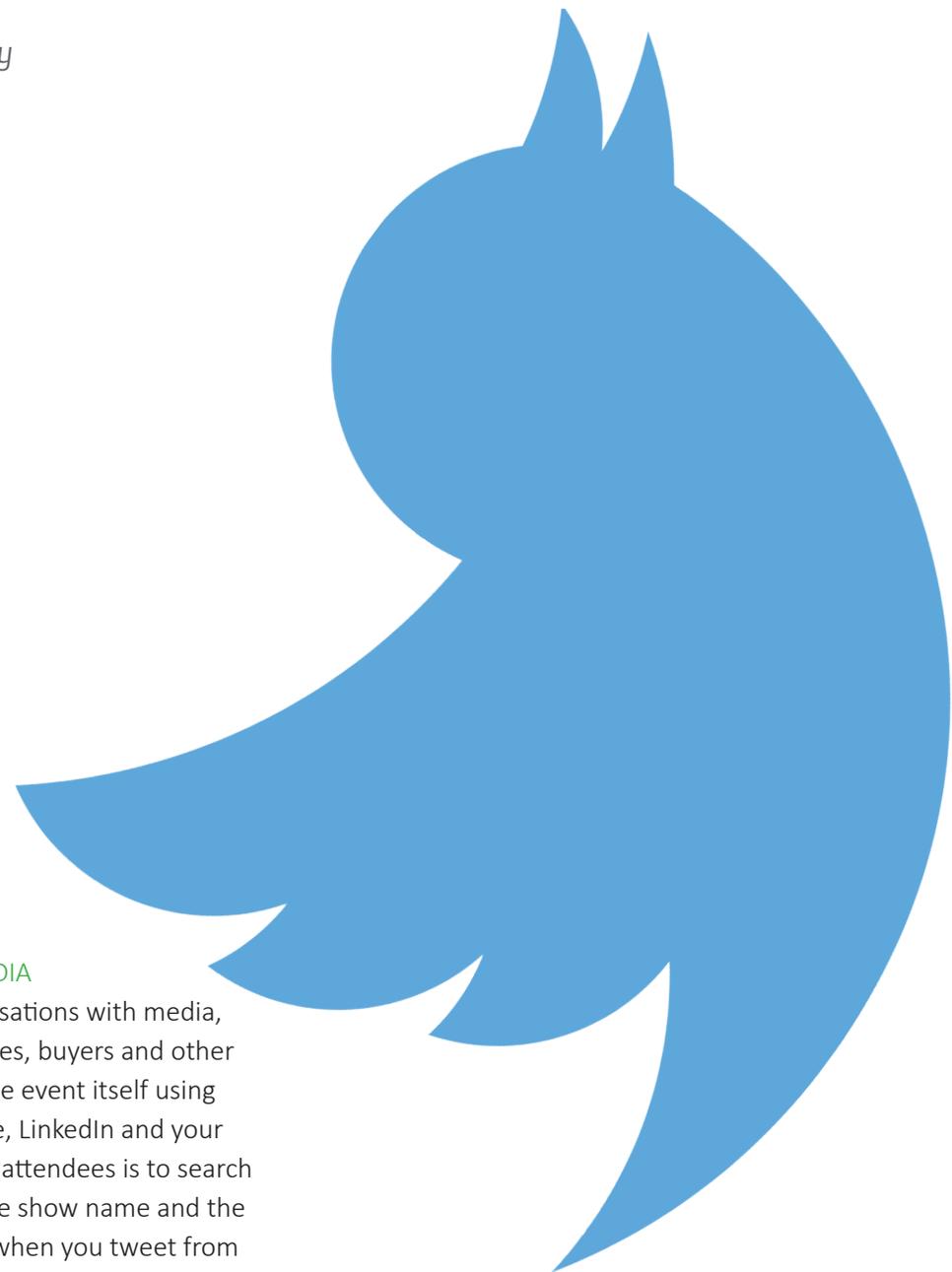
Pitch the Show Daily and Use Social to Engage

Most trade shows produce a daily, printed publication highlighting exhibitor news. Contact the editors of the Show Daily well before the show starts.

Research any editorial deadlines and pitch them before you get on-site. Make sure they have your contact information and URL for your Online Press Kit so they can easily find all of your marketing materials.

ENGAGE WITH SOCIAL MEDIA

Start and engage in conversations with media, bloggers, analysts, attendees, buyers and other key audiences as well as the event itself using Facebook, Twitter, YouTube, LinkedIn and your blog. One easy way to find attendees is to search social channels for both the show name and the show hashtag. Make sure when you tweet from the event you use the correct show #tag to reach even more relevant audiences.



Create a Trade Show News Release

A typical trade show generates between 100-150 news releases from exhibitors announcing new products; larger events generate 750-1,000 releases. If your headline isn't compelling, then your news may be overlooked.

Write a headline that provides a succinct overview of the content of your news release, while enticing the audience to read the full text for important details. Be sure to include the name of the event you are at and your booth number in the headline or subhead. Avoid individual names in headlines, unless they are very well known.

THE FIRST PARAGRAPH SHOULD TELL IT ALL

Make your point quickly, don't bury the story; put impactful news at the top of the news release. Focus on explaining the product you are emphasizing at the show and how it will impact your industry. Don't say your product is "great" or "one-of-a-kind" – especially if it isn't. Instead, be specific, showcasing your product's attributes

and differentials. Keep your sentences concise and jargon-free.

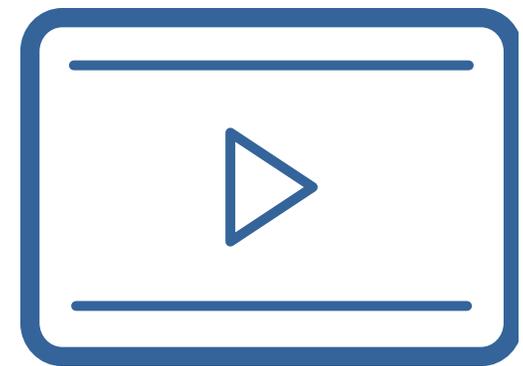
ADD DIGITAL CONTENT

Trade show reporters do not have a lot of time to determine what they will write about. Make your news release stand out by highlighting your product and company with [photos](#), [videos](#), [infographics](#) and other digital content. News releases with multimedia are three times more likely to become top performers than releases without, especially at trade shows.

EMPHASIZE POINTS OF CONTACT AT YOUR BOOTH

Make sure your news release tells your audiences who will be available on-site at your booth to answer sales questions, media queries or even to provide demos. Journalists often need quick access to an on-site spokesperson or expert when filing a story.

For more tips and tools to create a news release visit our blog, [Tempo](#).



Timing Your Trade Show News Releases

When distributing news at a trade show, timing is everything. Here is the standard promotional timeline you should follow to maximize media attention leading up to and surrounding the event.

AT LEAST 8 WEEKS BEFORE EVENT

Issue a media advisory (Who, What, When, Where) so reporters are aware that you are participating. (The Online Press Kit includes an advisory that publicizes your participation in the event.)

ABOUT 4 WEEKS BEFORE EVENT

Start sending preview news releases highlighting what you will be launching during the show. Conduct media relations by contacting key reporters covering your industry and give them a preview of your product so they are fully briefed and prepared in time for your official product launch.

A WEEK BEFORE AND DURING THE SHOW

Send your official product launch releases with photos, multimedia and infographics.

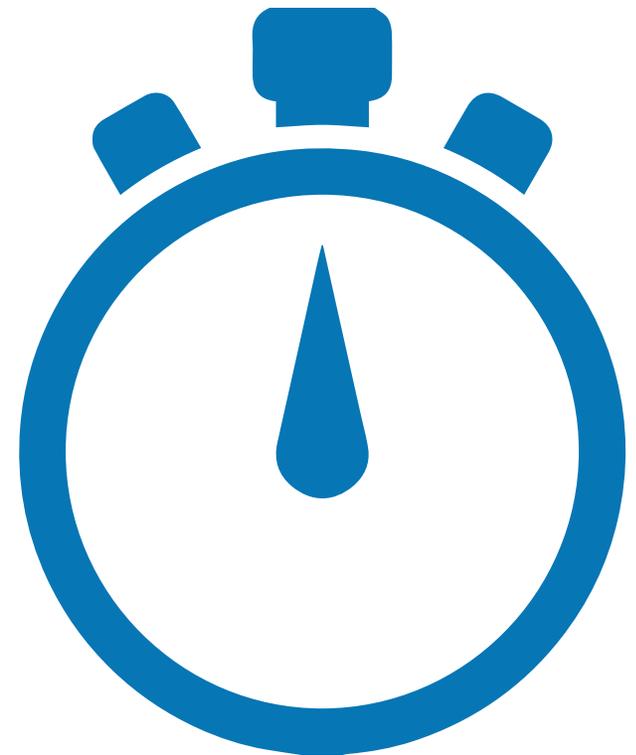
AFTER THE SHOW

Issue a summary release of what you accomplished during the show.

Make sure that your Online Press Kit is up-to-date with all relevant materials.

Analyze media coverage generated by the show.

Trade shows provide valuable opportunities for companies of all sizes to introduce their company and services to reporters, customers and prospects. Follow these steps and you will see an increase in interest, visibility and coverage of your company, products and services by your target audience.



Would You Like to Know More?

Business Wire's Trade Show News delivery networks help you expand your public relations and marketing efforts to reach global media, analysts, investors, industry trades, bloggers, buyers and consumer audiences to maximize your event ROI.

To get started contact the Business Wire Global Event Services Team at +1 310.820.9473 or tradeshow@businesswire.com.

ABOUT THE AUTHOR

As VP of Global Trade Shows and Events, Leon Harbar is responsible for Business Wire's suite of trade show specific news distribution services

along with maintaining relationships with many of the largest trade shows in the world.

Leon holds a BS/BA from The Ohio State University. He has been with Business Wire for over 20 years.

RESOURCES

[Trade Show, Conference and Event Calendar](#)

[Trade Show Services](#)

[Online Press Kit](#)

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