



## NEWS & PUBLICITY TIPS

### See end of document for News Conference Request Form.

Be sure to include media relations in your show promotion and marketing plan. Earning editorial coverage in trade, local and national media can be an effective tool to magnify advertising, direct mail and other marketing communications tactics to promote your presence at the shows and earn new customers (don't forget social media!).

Take advantage of show marketing resources, including the free listing in the Exhibitor Directory's New Products & Technologies page ([click here to see the Exhibitor section of the show websites](#) for more information).

#### News Releases:

Pre-show, send news releases to trade and local media to publicize your show participation and products and services you'll be highlighting. Many publications produce special show issues that highlight exhibiting companies. ([Click here to see the Official Supporting Publications/Media](#) for potential trade media outlets). An updated list of registered media will be distributed to exhibitor PR contacts the first week of month beginning in December.

#### Press Kits:

Once you get to the show, offer press kits (the media *really* prefers digital kits on USB drives) 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's new or different.

Be sure to include your company name and booth number. We highly recommend using company-branded materials (USB drives and accompanying packaging) to ensure maximum exhibitor recognition, and that all information be stored natively on the USB drives the exhibitor provides. Media members may have difficulty accessing online/linked information depending on each reporter's individual access to the internet.

Press kits can be simple or elaborate. Information can include news releases with photos, spec sheets, product literature, digital video including product demonstrations and other company background information. Visuals are a great way to get your material noticed and used by the press. If you still prefer to use a non-digital press kit, make a note if digital files are available if you haven't included them in the kit, and **make sure to deliver copies of your kits to the Show Newsroom.**

#### Show Newsroom

The shows run a full-service newsroom for media onsite during show days and hours to assist their coverage of the shows and exhibitors. **Exhibitors may also post messages and notices in the newsroom regarding exhibitor-related events for the media.**

**The best time for exhibitors to drop off press kits to the newsroom is from 12 p.m. – 6 p.m. Monday, March 9<sup>th</sup>.** Kits will be displayed alphabetically by company name. Exhibitors should also check periodically during the show to replenish their kit supply. Please ship to your booth or hotel, as the newsroom cannot accept direct delivery. Exhibitors should also keep a supply of press materials at their booth and for handouts at a news conference, if one is planned.

#### Information to make sure to include in your press releases:

1. The correct name of the show: CONEXPO-CON/AGG 2020 (IFPE 2020) International Exhibition
2. Your company's booth number and hall (i.e. "You can find us at Booth ### in the South Hall")



3. Date/time/location of what your press release is announcing, if applicable. If you are announcing a press event in the CONEXPO-CON/AGG 2020 Newsroom, that is located at **[location]**.
4. In your press release, please include the following language in the body of the copy:
  - a. *CONEXPO-CON/AGG is the international gathering place every three years for the construction industries. The event features exhibits of the latest technologies, equipment, products and services plus industry-targeted education.*



### **News Conferences:**

Thinking about a news conference onsite? Be sure your material warrants one. Editors' time is limited at the shows; don't hold a conference just to hold one, especially if 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.

**When:** During show hours, exhibitors may conduct a news conference only onsite, in the show news conference rooms, or in their exhibit booth with show management permission.

Exhibit Booth events may also be held up to two hours prior to show opening each day and two hours after show closing, with show management permission.

*Please fill out the News Conference Request Form at the end of this document for both booth press events and news conference room requests.*

For the news conference rooms, slots are available in one-hour increments (8 a.m. to 4 p.m. start time) although you don't need to use the whole hour. Room is available for set-up one-half hour before stated time and **must** be vacated one-half-hour after time slot ends.

**News conference room set:** Non-changeable seating for about 80 (classroom, and theater as needed) with lectern and wired microphone; speaker table with two wired microphones; standard projection screen; LCD projector; tables for company news materials and refreshments (if offered).

Please remove all company materials immediately at conference end. (Any company signage should be portable and free-standing.) Please arrange directly with show vendors for additional audiovisual service as well as refreshments, if needed.

**Media Invitations:** Exhibitors are responsible for inviting media to their news event. CONEXPO-CON/AGG is happy to provide a list of pre-registered media to exhibitors to add to their own media lists. (Also see Show Overview section online for Official Supporting Publications/Media for potential media outlets).

**Scheduling to help avoid conflicts:** Show management strives to help avoid scheduling conflicts among exhibitors for the benefit of attending media and all exhibitors. However, we can't guarantee exclusivity of a specific time, and schedule is subject to change. A consolidated schedule is provided to media and is posted in the show newsroom.

## **NEWS CONFERENCE REQUEST FORM FOLLOWS**



For use only if you are unable to use the [online form linked here](#).

## NEWS CONFERENCE REQUEST FORM

- During show hours, exhibitors may conduct a news conference only onsite, in the show news conference rooms, or in their exhibit booth with show management permission.
- News conference *rooms* are available in 1-hour increments, 8 a.m. to 4 p.m.
- *Booth* events can be held any time period during show hours and can also be held up to two hours prior to show opening each day and two hours after show closing.
- Please see the News/Publicity Tips information in the Exhibitor Services Manual or online in the Press/Media Services area for additional information.
- *Please fill out this form for all news conference requests* (booth or room) to assist show planning and be included in the calendar provided to editors.
- We strive to avoid scheduling conflicts for the benefit of attending media and all exhibitors but we cannot guarantee exclusivity of a specific time and schedule is subject to change.
- Requests are processed on a first-come, first-served basis

### Choose your preferred Show Day:

Tuesday March 10	Wednesday March 11	Thursday March 12	Friday March 13	Saturday March 14
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### Choose your preferred News Conference Room Time *(times are local Las Vegas)*

8:00 a.m. - 9:00 a.m.	11:00 a.m. - 12:00 p.m. (noon)	2:00 p.m. - 3:00 p.m.
9:00 a.m. - 10:00 a.m.	12:00 p.m. (noon) - 1:00 p.m.	3:00 p.m. - 4:00 p.m.
10:00 a.m. - 11:00 a.m.	1:00 p.m. - 2:00 p.m.	4:00 p.m. - 5:00 p.m.

*(Please type or print.)*

Our conference will be in *(check one)*  Exhibit booth  News conference room.

Exhibitor Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Booth Number \_\_\_\_\_ EMAIL \_\_\_\_\_

Phone \_\_\_\_\_ Cell Phone if you wish \_\_\_\_\_

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

1.) Date/Day \_\_\_\_\_ Time *(see above)* \_\_\_\_\_

2.) Date/Day \_\_\_\_\_ Time *(see above)* \_\_\_\_\_

3.) Date/Day \_\_\_\_\_ Time *(see above)* \_\_\_\_\_

**RETURN TO:** Email form to [ShowMediaServices@aem.org](mailto:ShowMediaServices@aem.org) or fax +1 414-272-2672. Questions: Phone 800-867-6060.  
(Please check back if you have not received a reply within 3 working days.)