Tradeshows 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, Vice President of Global Tradeshows and Events Leon Harbar provides a comprehensive guide for the steps you need to take before, during and after an event to get the most out of your tradeshow publicity.

A Business Wire Guidance Report
A Guide to Tradeshow Publicity

Tradeshows present terrific opportunities for exhibitors to showcase their products and services, and a carefully curated publicity strategy is a key factor in producing a solid return on your investment and reaffirming your branding. Business Wire is the recognized global leader in event news release distribution and has years of experience assisting clients with the intricacies of tradeshow publicity. Below is a guide to maximizing your tradeshow ROI.

Plan in Advance

Set attainable goals before the show and make sure everyone on your staff knows their role to achieve that goal. Some example public relations goals for the event include the following:

- To gain better pre-event coverage
- To distribute new product announcements
- To maintain visibility with key opinion leaders in the marketplace
- To secure speaking engagements for your executives on keynotes, panels and discussion groups
- To conduct interviews with key editors and bloggers on-site
- To maintain relationships with industry and financial analysts through face-to-face meetings
- To secure coverage in the show daily
- To generate new sales leads and gain post-show media coverage

Work with the Event Organizer

Take full advantage of any special promotional or marketing opportunities that the show has to offer. Most event organizers have a dedicated public relations team that can assist you in receiving additional exposure.

Inquire about show-sponsored press-only receptions and awards programs that your company can participate in. Or host your own invitation-only press reception or special event at your booth or off-site.

Consider holding a press conference during the show if you are making any newsworthy corporate announcements or launching new products. Contact the show for details on how you can set up your press conference.
Research Media Coverage

Ask the event’s PR team for the preregistered media list. Use this list to research the reporters and bloggers who plan on attending the show and who are relevant to your industry and company.

Use Business Wire’s EventTrak media intelligence report to analyze coverage from past shows and develop a list of key media to meet with on-site that write about your target market.

Start making appointments with reporters and bloggers at least eight weeks before the event starts, as their schedules fill up quickly. In making an appointment, don’t waste the reporter’s time. Make sure you know whom you are talking to 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 an Online Press Kit

Keep hard copy media 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 media kit online and sharing it with your Facebook, Twitter, LinkedIn and other social media audiences.

Your Online Press Kit should include these elements:

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

Also, be sure to include your contact information, booth number and social media links with your kit.
Create a **QR Code** for the URL of your kit. Print out the code and display it on signage at your booth. This will enable journalists to gain access to your press materials by scanning the code with their smartphones. See the example below.

**Business Wire’s Online Press Kit for PRSA 2010**

![QR Code]

**Pitch the Show Daily**

Contact the editors of the show daily well before the show starts. Pitch them before you get on-site, and be aware of any editorial deadlines. Make sure they have your contact information and URL for your Online Press Kit.

**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. Include links to your Facebook, Twitter and YouTube pages on your Online Press Kit, product announcements and advisories.

**Press Release Tips and Distribution**

*The Headline Is Key*

Journalists are reviewing copy to see what will be of interest to their readers. A typical tradeshow generates between 100 and 150 press releases from exhibitors announcing new products; larger events generate 750 to 1,000 releases. If your headline isn’t compelling, then your news may be overlooked. Your headline should provide a succinct overview of the content of your press 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. Avoid individual names in headlines, unless they are very well known.
The First Paragraph Should Tell It All

Make your point quickly and don’t bury the story; put the focus at the top of the press 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. Rather than just stating that the product is unique, tell the reader exactly what is unique about your product. Keep your sentences concise and jargon-free.

Add Multimedia

Enhance your press releases with photos, video and other multimedia. According to Business Wire’s own research, press releases with multimedia are more than five times more likely to become a top-performing release. Photos and video demos are ideal for new product announcements.

Emphasize Points of Contact at Your Booth

Make sure your news release explains who will be available on-site at your booth during the show for additional information, demos or sales questions. Journalists often need quick access to an on-site spokesperson or expert when filing a story.

Additional Information

Provide hyperlinks to your Online Press Kit within your press release. This is especially useful for industry media not attending the show.

Your press release should always contain certain basic information, namely hyperlinks to additional resources on your website.

Consider asking customers, vendors, business partners or industry experts if they would be willing to be queried in terms of your product. If they consent, include their names, phone numbers and email addresses in your press release.

Your press release should always contain certain basic information, namely hyperlinks to additional resources on your website, a brief background or boilerplate for your company, as well as where your business is located.

Press Release Distribution

Carefully plan the timing of your major new releases and product announcements to maximize media attention leading up to and surrounding the event.

At least 8 weeks before the event starts:

- Issue an advisory (Who, What, When, Where) so media are aware that you are participating.
  (The Online Press Kit includes an advisory that publicizes your participation in the event.)
About 4 weeks before the event starts:

- Start sending preview releases highlighting what you will be launching during the show. Contact 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 and multimedia.

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.

Getting Started

Business Wire’s Tradeshow 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 310.820.9473 ext. 605 or via email at tradeshow@businesswire.com.

Resources:

- Tradeshow, Conference and Event Calendar
- Tradeshow Services
- Online Press Kit
- EventTrak

Reach global media, analysts, investors, industry trades, bloggers, buyers and consumer audiences to maximize your event ROI.

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