

PRESS RELATIONS @ TRADE SHOWS



Exhibitor tips – a editor's perspective

Invite key journalists to visit your stand or arrange press briefings during the show. This can then be added to the show press calendar which is handed out to journalists on site. Also, submit your digital press packs to the PR team and this will be distributed to all media at the event. And make sure your story is ready when journalists arrive.

You are invited to read the viewpoint of Mr. Anthony Hildebrand, the editor of info4security.com – One of the leading magazines in the Security industry.

These are, I hope, useful bits of advice for PR people and marketers when they are preparing to exhibit at a trade show. Some of them may be quirks that are unique to me, but if you follow all of them (or most, if that's impossible for some reason), you'll be giving yourself the best possible chance of getting covered – or noticed – by the trade media.

Tips

- Decide on the story that you are going to tell.
- Make sure you provide your press information to editors well ahead of time.
- If you want preview coverage, make sure you tailor your release to describe what it is that you will actually be doing/exhibiting/launching at the show.
- Make it easy for publications to use your material.
- Avoid excess hyperbole and tone it down
- Say EXACTLY what it is that your story is for that show in the first sentence of the release.
- Make sure your release reads like an article.
- If you're including a comment from an individual, make sure it actually says something that expands on the rest of the story, or makes a separate point – don't use it to sell a product or repeat what has already been said.

