

NEWS & PUBLICITY INFORMATION

MEDIA RELATIONS TIPS

Be sure to include media relations as an element of your show promotion plan. Editorial coverage in agriculture and local media can be an effective tool to supplement your advertising, direct mail and other marketing communications tactics to promote your presence at AG CONNECT Expo.

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. A start is the list of Official Supporting Publications for the show (see the show website www.agconnect.com in About the Show/Supported By).

Press Kits: Offer press kits onsite 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 news 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 (print or electronic) 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.

News Conferences: You may want to consider holding a news conference. Be sure the information/content you want to provide warrants a conference. Editors' time is limited when covering shows, so don't hold a conference just to hold one, especially if the 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.

If you do hold a news conference, assign a main person to coordinate arrangements, 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 press kit for each media representative you expect to attend.

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

NEWSROOM – AT THE SHOW

AG CONNECT Expo hosts a full-service newsroom onsite during show days and hours to assist media who are covering the show. Exhibitors are encouraged to provide press kits to the newsroom. Exhibitors may also post messages and notices in the newsroom regarding exhibitor-related events for the media.

Only exhibitors may use the AG CONNECT Expo newsroom to distribute press kits (print or electronic) 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.

(more)

NEWS & PUBLICITY INFORMATION (continued)

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

NEWS CONFERENCES – AT THE SHOW

During show dates and show hours, exhibitors may conduct a news conference only onsite, using a special News Conference Room, or in their exhibit booth with show management permission. Exhibit booth news conferences 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 news conference, 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; LCD projector; central PA amplifier for microphones/audiovisual inputs; and tables for news materials and refreshments (if offered). Exhibitors are responsible for removing all company materials immediately at conference end.

Show management strives to help avoid scheduling conflicts among exhibitor news conferences, for the benefit of attending media and all exhibitors.

News Conference Scheduling: Exhibitors interested in holding a news conference (either in booth or news conference room) should fill out the News Conference Room Request Form and send to show management (Rich Jefferson at rjefferson@aem.org or fax +1 414-272-2672. For questions, phone Rich at +1 414-298-4122). Requests will be processed on a first-come, first-served basis.

NOTE:

NEWS CONFERENCE FORM FOLLOWS

NEWS CONFERENCE ROOM FORM

News conferences during show hours must be held onsite. Conferences can be scheduled starting at 8:00 AM in the news conference room up to 3:00 PM, with a maximum time limit of one hour.

News conferences 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 News & Publicity Information section.

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 news conferences in conflict with each other.

PLEASE COMPLETE THE FOLLOWING:

Please type or print.

Our conference will be in (check one) _____ exhibit booth _____ news conference room.

Exhibitor Name

Contact Name

Title

Booth Number

Email

Phone

Fax

Website

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 (start and finish of conference)

2.) Date

Time (start and finish of conference)

3.) Date

Time (start and finish of conference)

RETURN FORM TO: AG CONNECT EXPO NEWS CONFERENCES

Rich Jefferson at AEM

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

Questions? Email or phone +1 414-298-4122