



TRADESHOW  
PUBLIC RELATIONS  
“HOW-TO” GUIDE

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GET THE MOST OUT OF YOUR  
VISION EXPO INVESTMENT



# VISION EXPO

## PUBLIC RELATIONS OPPORTUNITIES

Vision Expo offers several complimentary opportunities to promote your company and products to the media:

- **Make our media outreach, your media outreach.** Vision Expo pitches media about the latest eyewear and eye care products being launched at the show, so share your information and we can include that in our pitches.
- **Post a release on our website.** Vision Expo provides exhibitors with the opportunity to post press releases to the “Exhibitor News Releases” section of our website. Simply log into your Exhibitor Dashboard, choose the option to add your company logo, product images, press releases and brochures, and follow the instructions.
- **Distribute press kits.** All media (consumer and trade) attending Vision Expo must check-in at the media office. Drop off copies of your press kits for reporters and editors to gather information for upcoming articles.
- **Hold a press conference.** Reserve the press conference room (including AV) free of charge
- **Connect and engage through social media.** [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#), and [Instagram](#). Contact us to find out how you can reach your target audience via Vision Expo social media outlets before, during, and after the show. Be sure to use the official Show hashtag, #VisionExpo, and to tag us in your posts.
- **Market new products for free.** Leverage Vision Expo’s media outreach, website resources, and show specials to highlight your product launches, whether it’s a new line, product, or technology.
- **Submit show specials.** Highlight your contests, giveaways, parties, demonstrations and more in your Exhibitor Dashboard.

# SUGGESTED TIMELINE FOR A SUCCESSFUL PR CAMPAIGN

Planning your public relations and marketing efforts for any tradeshow is no easy task. The Vision Expo PR team has created a sample timeline for you to follow when considering how, and when, to promote your company.

**3-4 months:** Begin planning your PR and marketing strategy for Vision Expo

- Identify your target audience(s) – are you trying to reach Optometrists? Boutique buyers? Opticians? Practice managers? Distributors? Labs? Corporate management?
- Determine your key news factors at Vision Expo. Are you launching a new product, hosting a party or offering a show special?
- Define your key messages by outlining why your company is important to your target audience, and why they should connect with you at Vision Expo.
- Determine which PR and marketing channels you will use to promote your company.

**2-3 months:** Start alerting the media to your news and activities

- Contact the [Vision Expo PR team](#) for a list of pre-registered media – this list changes frequently so be sure to request an updated list often as the event gets closer.
- Distribute your first Vision Expo-related press release as early as possible to be considered for preview issues in trade publications. Continue to distribute and pitch your news to key media throughout the months leading up to the event.
- Upload your press release(s) to the Exhibitor News section of the Vision Expo website, accessible through your online Exhibitor Dashboard.

**CONTINUED ON PAGE 4**

# SUGGESTED TIMELINE FOR A SUCCESSFUL PR CAMPAIGN

## CONTINUED FROM PAGE 3

**1-2 months:** Firm up your onsite schedule and start spreading your news to the Vision Expo audience.

- Reserve your press conference slot if a press conference makes sense for you.
- If you are holding a press conference, alert the media to your plans by distributing a media advisory and making follow-up phone calls.
- Add your press conference date/time, show specials and new products to your online exhibitor dashboard.
- Contact the Show Daily staff ([dmurphy@jobson.com](mailto:dmurphy@jobson.com)) about featuring your news and announcements.
- Create your social media calendar for the weeks leading to, and the days during, Vision Expo. Be sure to include the development of a variety of content including video interviews, photography, testimonials and more. Keep things interesting! Be sure to tag Vision Expo and use #VisionExpo in your posts.
- Distribute customer invitations to your events and press conferences. Invitations are free to exhibitors in the Exhibitor Dashboard, can be print or digital, and are customizable to promote your company and products.
- If you hope to set up individual meetings with reporters, now is a good time to schedule those as well.

**2 Weeks:** Firm up your onsite schedule and start spreading your news to the Vision Expo audience.

- Email your press kits to media by using the Vision Expo media list. Be sure to CC Jessica Lutz ([jlutz@thevisioncouncil.org](mailto:jlutz@thevisioncouncil.org)) when sending your press kits so we can help promote your news.
- Follow-up with any last minute press releases or outstanding pitches to the media.

# PRESS RELEASES

A press release is a document sent to the media to inform them of your company's recent news, whether it is a product launch, show promotion, new partnership or special event.

The following components should be included in your press release:

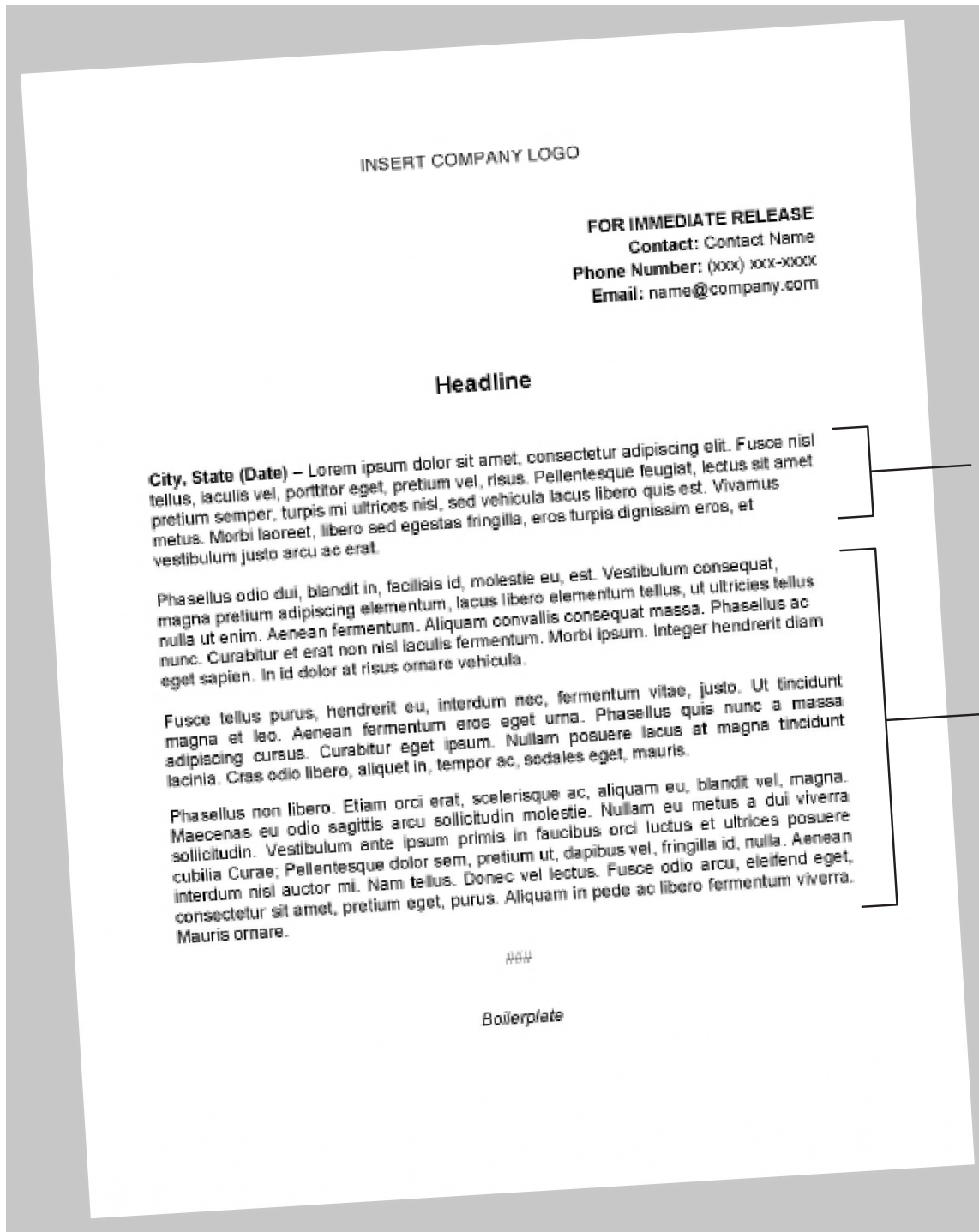
- **Contact information:** The contact information should appear at the top of the release and include your public relations contact, their phone number and email address. Be sure to also include any onsite contact information.
- **Headline:** The headline should get the point of the release across in a direct manner and should stand out from the body copy.
- **Lead:** The lead of the press release should include the main news you would like to share (e.g., the launch of a new product). You should aim to answer “who, what, when, where and why” in the first paragraph.
- **Body copy:** The body copy contains further details on your news (e.g., product specifications, availability, etc). Keep your paragraphs brief and back up your statements with facts. Put all opinions or editorial comments in quotes from a company spokesperson. Be sure to include your booth number in the body copy of your press release as well as any other pertinent tradeshow information.
- **Company boilerplate:** A brief overview (two or three sentences) of your company should appear at the end of the press release.

When writing a press release, keep in mind who your audience is, as well as what you would like your audience to take away. Remember, hundreds of press releases end up on reporters' desks every day, so make sure your headline and lead capture the attention of the reporter.

**CONTINUED ON PAGE 6**

# PRESS RELEASES

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# PRESS RELEASE PITCHING

Vision Expo show management compiles a list of pre-registered media, which is available to all exhibitors and is updated on a weekly basis. As the show approaches, you may contact show management for a copy of the pre-registered media list. To request a media list for Vision Expo, please contact Jessica Lutz at [jlutz@thevisioncouncil.org](mailto:jlutz@thevisioncouncil.org).

Once you have written your press release, you will need to distribute it to the media. The first step is to determine what outlets are important to you (e.g. trade publications, consumer media, etc.), and create a list of media contacts to whom you would like to send the press release.

Next, you should distribute your press release to the media contacts. Keep in mind that many publications begin working on their Pre-Show and Show issues at minimum 3-4 months in advance of Vision Expo. For this reason, it is important to plan ahead and get your news in front of reporters and editors as soon as possible. When possible, avoid sending releases as attachments. Instead, include your release in the body of your email. You can alert editors to the availability of supporting images or photography as attachments, as well as any special instructions, by including a “Note to Editors” at the top or bottom of your release. After issuing the press release, make follow-up phone calls to reporters to ensure receipt of the press release and to answer any questions.

# PRESS KITS

A press kit is a packet of information that can be supplied to the media to give a complete overview of your company. While a press kit can be distributed at any time, it is valuable to have press kits available at Vision Expo to keep in your booth and to drop off in the show press office.

A press kit typically includes the following materials:

- **Company fact sheet:** Your fact sheet should include pertinent company information, including how old your company is, what it does, what products and services you offer, key executives, contact information, website and social media channels. You may want to include the number of employees and relevant financial information as well. The fact sheet should be in bulleted form and no longer than two pages.
- **Biographies of key executives:** Biographies of senior management should be brief. Each biography should include name, title, education, professional affiliations, awards, specific expertise at the company (titles don't always tell the story) and community involvement. Age and family information are optional.
- **Current press releases:** Press releases that are of interest to the media should be included in the press kit. These can be updated to customize press kits for certain reporters, trade shows, events, etc.
- **Images:** Including images of your products can help to tell your company's story. Images should be high resolution (at least 300 dpi) and should include captions or credit information for editorial use.
- **Testimonials:** A sampling of testimonials can add credibility to your company's products and services. Begin and end each testimonial with quotation marks and on a separate line include the spokesperson's name, title and company. Try to collect varied quotes that cover many aspects of what your products and services have to offer. Remember to get written permission to use testimonials in your press kit. Ask clients if they prefer to write the quote. If they want you to write it, make sure you send it to them for approval.
- **Article reprints:** If you have had newspaper or magazine articles written about your business, include reprints in the press kit. These articles lend credibility to your company.

Press Kits should be made available via thumbdrive, or hosted on your company's website with a simple URL that can be easily shared or printed on a takeaway card.



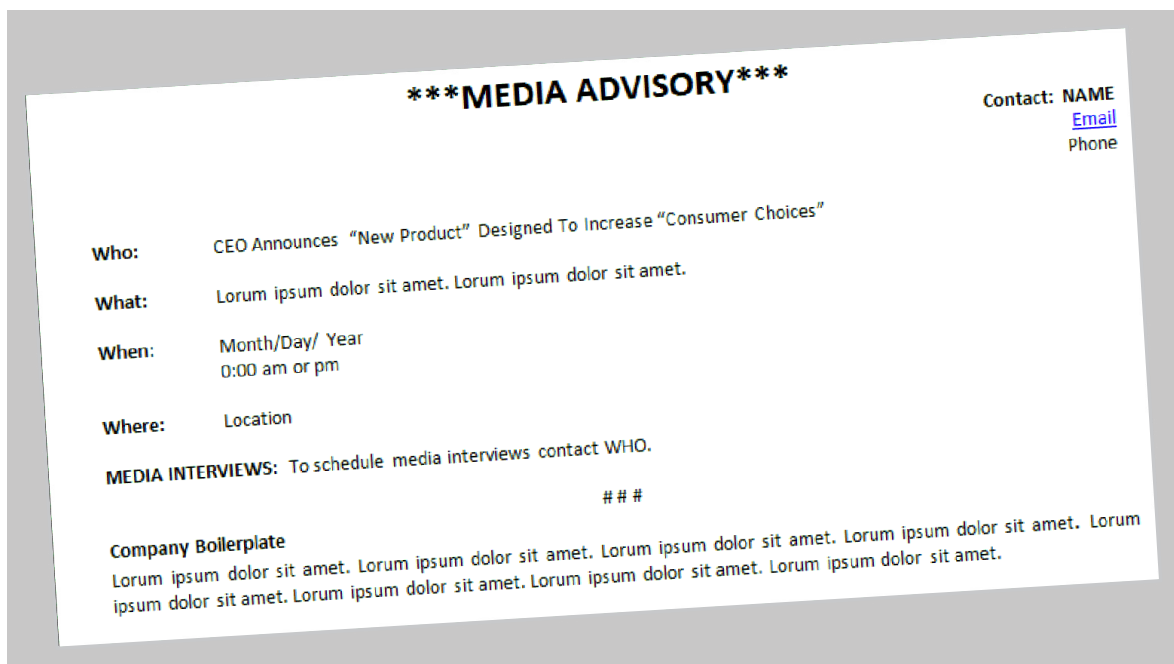
# PRESS CONFERENCES

A press conference provides an opportunity to get coverage for your company and its products and services. Holding a press conference at Vision Expo is ideal, as the event draws hundreds of media representatives each year. With members of both trade and consumer media gathered in one location, exhibitors can expect high media attendance at press events where significant news is being shared. In addition to providing a forum for newsworthy announcements, press conferences offer opportunities to speak with key editors and reporters and showcase any visuals that correspond with your news. It is also a strong opportunity to distribute your entire press kit.

Press conferences at Vision Expo can be staged in the press office for free, or at your exhibit booth.

Once you determine the time and location of your press event, you should invite the media by sending out a media advisory in the weeks leading up to the conference. This advisory announces your press event and its topic. The advisory should be sent on your company letterhead and gives the facts of who, what, when and where. When crafting the media advisory, ask yourself, “why would a reporter want to know about this information”? All relevant contacts on the pre-registered media list should receive your advisory.

You should also update your Exhibitor Dashboard with your press conference information.



**CONTINUED ON PAGE 10**

# PRESS CONFERENCES

## CONTINUED FROM PAGE 9

The press conference should be brief - 10 to 15 minutes. Remember, the key is to allow reporters to meet and have access to interview the spokesperson and gain a live quote.

Be sure to designate a “handler” who will lead the press conference. This person is not necessarily your spokesperson or speaker, but is someone who can open and close the press conference, introduce the speaker and manage the question & answer period. The handler should set the parameters of the event. For example, they welcome the audience, introduce themselves and explain the function which they oversee in the company or product. It is also helpful to have someone available who can greet the media as they arrive. A signup sheet for media will ensure you have names, publications and contact information for future follow up with these reporters.

For more information or to schedule a press conference in the show press office visit the [Exhibitor Page](#) on the Vision Expo website. You will have the opportunity to arrange for catering or any specific audio/visual needs for an additional cost.

# VISION EXPO SHOW MANAGEMENT CONTACT INFORMATION

**For more information about Vision Expo public relations, contact:**

**Jessica Lutz**

**[jlutz@thevisioncouncil.org](mailto:jlutz@thevisioncouncil.org)**

Exhibiting at a tradeshow is one of the most effective ways to meet directly with your target audience. It provides you an opportunity to meet with your clients, address their concerns and showcase your latest products.

To get the most out of your tradeshow investment, you can utilize public relations to promote your company and help drive traffic to your booth. By supplying timely and newsworthy information to the media, you can earn coverage in both trade and consumer publications.