



## VISION EXPO PUBLIC RELATIONS OPPORTUNITIES

**Post press releases on the Vision Expo website** via the Exhibitor Dashboard.

**Create press kits.** All media attending Vision Expo must check-in at the media office. Drop off copies of your press kits for reporters to gather information for upcoming articles.

**Hold a press conference.** Reserve the press conference room, including AV, free of charge by contacting Hayley Rakus at [hrakus@thevisioncouncil.org](mailto:hrakus@thevisioncouncil.org).

**Connect and engage through social media via Twitter, Facebook, YouTube, LinkedIn, and Instagram.** Use the official Show hashtag, #VisionExpo.

**Market new products for free.** Leverage Vision Expo's media outreach, website resources, and Show specials to highlight your product launches.

## PUBLIC RELATIONS TIMELINE

### 3-4 months Out:

- Identify your target audience.
- Determine key news.
- Define your messages.
- Determine which PR and marketing channels to use.

### 2-3 months Out:

- Contact the Vision Expo PR team for a list of pre-registered media. Please reach out to Hayley Rakus at [hrakus@thevisioncouncil.org](mailto:hrakus@thevisioncouncil.org).
- 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.

### 1-2 months Out:

- Reserve a press conference slot.
- Contact Mary Kane at [mkane@jobson.com](mailto:mkane@jobson.com) for information on featuring news and announcements in the Show Dailies.
- Create a social media calendar for the weeks leading to, and the days during, Vision Expo.
- 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.

- Set up individual meetings with reporters, if appropriate.

## **2 Weeks Out:**

- Email your press kits to media using the Vision Expo media list. Be sure to CC Hayley Rakus, [hrakus@thevisioncouncil.org](mailto:hrakus@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.

## **PUBLIC RELATIONS TOOLKIT**

### **PRESS KIT**

A press kit is a package of informational materials that is supplied to the media to give a complete overview of your company. Press Kits can be made available via thumb drive or hosted on your company's website with a simple URL. Please note that for health and safety reasons, all physical materials should be handed out by staff members with the proper personal protective equipment (PPE), including gloves, mask, face shield or a plexiglass barrier.

Press kits typically include:

- Company fact sheet
- Biographies of key executives
- Current press releases
- Images
- Testimonials
- Article reprints

### **PRESS RELEASE**

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

### **PRESS CONFERENCE**

A press conference provides a forum for newsworthy announcements and offers opportunities to speak with key editors and reporters. Press conferences at Vision Expo can be staged in the press office for free or at your exhibit booth.

#### **Invite Media:**

- Once you determine the time and location of your press event, invite the media by sending out a media advisory in the weeks leading up to the conference that announces your press event and its topic.
- All relevant contacts on the pre-registered media list should receive your advisory.
- Update your Exhibitor Dashboard with your press conference information.

### Keep it Short:

The press conference should be brief -10 to 15 minutes. Reporters want to meet and have access to interview the spokesperson.

For more information or to schedule a press conference in the show press office visit the Exhibitor Page on the Vision Expo website.

## PRESS RELEASE – MEDIA DISTRIBUTION

### Timing:

- Plan ahead. Publications begin working on their Pre-Show and Show issues at minimum 2-3 months in advance of Vision Expo. Get your news in front of reporters and editors as soon as possible.

### Format:

- Send your release in the body of an email rather than as an attachment.

### Media Lists:

- A list of pre-registered media is available to all exhibitors and is updated on a weekly basis. Please contact Hayley Rakus at [hrakus@thevisioncouncil.org](mailto:hrakus@thevisioncouncil.org).

### Follow-up:

- After issuing the press release, make follow-up phone calls to reporters to ensure receipt of the press release and to answer any questions.

For more information about Vision Expo public relations please contact Hayley Rakus.

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