



focus on the FUTURE

GUIDE TO SUCCESSFUL PRESS EVENTS AT THE ARA SHOW

TIPS TO HELP YOU SECURE THE COVERAGE YOUR NEWS DESERVES

Industry press who attend the show have full schedules, so their time is limited. They not only have to attend events, conduct interviews and scout for new stories — they also have to write, edit and file articles for their publications on tight deadlines. You can help make it easier for them to cover your news by making sure you have a compelling story that is worth their time and by inviting them well in advance.



Do you have something **new, relevant and newsworthy** to promote to the equipment and event rental industry?

YES

Hold a press conference.

NO

Invite members of the media to your booth for one-on-one visits.



What's the best format and location to deliver your news?

PRODUCT DEMONSTRATION

Hold the press conference **in your booth**.

- Be sure to arrange for audio/visual equipment, chairs for event attendees, etc.
- Keep in mind that your event must be during exhibit hours and that the show floor can be noisy.



When will you hold your event?

Go to [ARAshow.org/Media-Relations](https://www.arashow.org/Media-Relations) and request a date and time by September 30 to help avoid a conflict with other press events during the show. Press conference time slots are on a first-come first served basis.



Who should be invited?

- Download the registered media list from [ARAshow.org/Media-Relations](https://www.arashow.org/Media-Relations) so you can target invitations to journalists who plan to be at the show.
- Send media invitations well in advance.



How will you deliver the information?

PRESENTATION

- Create a presentation with engaging visuals and/or video. Avoid filling slides with too much text.
- Choose speaker(s)/interview subject(s) who are company decision makers and subject matter experts to deliver the presentation.
- Have the speaker practice the presentation and prepare for questions.

MEDIA KIT MATERIALS

- Upload your press releases, photos and videos in The ARA Show's free online press room at [ARAshow.org/Media-Relations](https://www.arashow.org/Media-Relations). This is just another way to gain exposure for your news.
- Load press materials on flash drives to distribute to media attendees. Journalists appreciate having less to carry during a long day on the show floor. Preferred file formats include Word documents for press releases, high-resolution JPG files for photos and MP4 files for videos.
- Drop off press materials in The ARA Show's on-site workroom (S207) to reach media representatives you may have missed or who registered on site. Workroom will be available to registered press during show floor hours.



Have you followed up?

Remember to send thank-yous to editors after the show.

FOR MORE INFORMATION, CONTACT:

Lauren Manecke
Performance Marketing
laurenm@performancemarketing.com
641.780.9819

Steve Campbell
American Rental Association
steve.campbell@ararental.org
800.334.2177, ext. 248

LAS VEGAS
Trade Show: Oct. 18-20, 2021

* All press events/conferences must be scheduled through the official PR firm for The ARA Show. Companies that book press events/conferences outside of the official schedule will be subject to loss of priority points for the upcoming show year.