



focus on the FUTURE

GUIDE TO SUCCESSFUL PRESS EVENTS AT THE ARA SHOW™



NEWS VALUE

Ask yourself **WHY** readers will be interested in your news.

- Define the **WIIFM** (“What’s in it for me?”) message for the audiences represented by the journalists who attend the show.
- If you do not have something new, relevant and newsworthy to announce, consider inviting select members of the media for one-on-one meetings in your booth.



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 and by inviting them well in advance.



LOCATION

Know how to **PREPARE** your booth to hold a press conference.

All press conferences for the 2021 show in Las Vegas must be held in exhibitor booths during exhibit hours. A press room will not be available. Be sure to arrange for audio/visual equipment, chairs for attendees, etc. Also, make sure to plan ahead where your speaker/demonstration will be and where press will stand.



TIMING

Determine **WHEN** you will hold the press conference.

Request a press event date and time on The ARA Show website ([ARAsHow.org/Media-Relations](https://www.arashow.org/Media-Relations)) 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.



ATTENDEES

Determine **WHO** should attend and invite them well in advance.

- Go to [ARAsHow.org/Media-Relations](https://www.arashow.org/Media-Relations) and download the registered media list so you can target your invitation to journalists who plan to be at the show.
- Send media invitations.



PRESENTATION

Prepare **WHAT** you plan to communicate.

- Create a presentation with engaging visuals and/or video. Avoid filling slides with too much copy.
- Have the speaker practice the presentation and prepare for questions.



MATERIALS

Know **HOW** you plan to deliver reference material to the press.

- Post press releases, photos and videos in The ARA Show's free online press room at **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.
- Drop off press materials in The ARA Show's on-site press 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.



FOLLOW-UP

Send thank-yous to editors after the show.

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LAS VEGAS

Trade Show: Oct. 18-20, 2021