

Press Kit Tips & Tricks

The Basics

Make sure your press kit includes:

- Media contact information, including a cell phone number so that you can easily be reached while at the show.
- **Booth number(s)** so that attendees are able to quickly find you on the floor.
- A responsive design to ensure your information is mobile-friendly and accessible across devices.
 - Test your page here: <https://www.google.com/webmasters/tools/mobile-friendly/>
- An SEO-friendly, shortened URL optimized for sharing.

Content

When adding materials to your press kit, be sure to feature:

- Pre-show invitations and/or news releases announcing your presence at the show or promoting any speaking engagements, demos, conferences, or giveaways that you may be having at your booth. Post-show “wrap-up” releases are also great options to add to your press kit after the show to tie up your trade show story.
 - Click [here](#) for a standard news release formatting tips.
 - Click [here](#) for a media advisory template.
 - **Pro-Tip:** include a link back to your press kit in any announcements or communications.
- Relevant supplemental materials, such as speaker profiles, case studies, spec sheets, and multimedia elements like high-resolution images and videos.

Promotion

Amplify your brand message through:

- Pro-actively distributing your news. Don't rely on the media to seek out your content, make sure it's sent directly to your target audience and new portals to increase awareness and engagement.
 - Remember to include a call-to-action and a link back to your press kit in any distributed materials.
- Timing your news just right; to ensure maximum visibility, space out announcements over a few weeks rather than releasing everything at once.
- Creating a QR code from the press kit URL to display on-site at your booth.
- Adding the QR code or SEO-friendly press kit link to business cards, press releases, or other marketing material.
- Including the press kit link to your exhibitor profile on the show website.
- Participating in online event conversations using the official show #hashtag.
 - Include your press kit link to drive more traffic to your content.
 - Events are social, so make sure you have a presence wherever your target audience is talking (e.g., Twitter, Facebook, LinkedIn, Google+, etc.).
 - **Pro-Tip:** Double check that you have the correct hashtag for the show. Most events will clearly display the official hashtag on their own Twitter handle or website.

Social Media

Get involved in the trade show conversation by:

- Taking advantage of Twitter before, during, and after the show using the official #hashtag.
 - If you are hosting a demo or giveaway, shout about it on Twitter!
 - **Pro-Tip:** Create a custom graphic to accompany your tweets; posts with images and video earn more engagement.
- Tailoring your message to the specific social media channel you are utilizing. For example, Facebook is more consumer-facing than LinkedIn, and Pinterest is more appropriate for long-tail content than Twitter.
- Connecting with the event community (other exhibitors, attendees, journalists, industry professionals, and even the event organizer).
 - Don't be afraid to use @handles or direct messaging features, and remember to interact with the posts that your peers make as well.

Further Resources

1. Prezi: [How to Maximize your VPO Press Kit](#)
2. Blog: [How to Tell Your Trade Show Story with a Page-Turning Press Kit](#)
3. Blog: [5 Marketing Must-Dos Before Attending Your Next Trade Show](#)
4. Blog: [6 Tips for Trade Show Press Releases](#)