



Marketing Your Company and the Media

A well planned and executed public relations campaign specifically designed to support your company participation can help increase traffic to your booth and create valuable awareness of your company and its products among your various target audiences.

Press List

Exhibitors can receive the pre-registered Press List to promote their participation and products at the show at no charge 30 days prior to the show.

Please note that the press list will be sent to the exhibiting company only; it will not be sent to agencies or consultants.

Maximizing Your Media Coverage

The trade, business and mass market media outlets covering the markets covered by GovSec, NCS and CPM are looking for story ideas and news angles. Some of these angles will include: exciting new and enhanced products, new trends, case studies, proven solution implementations, noteworthy industry thought leaders, and other items of interest to their readers.

Before you launch your PR effort, find news or feature angles about your company that are truly newsworthy or unique. It may be a new product or service, or it may be a partnership you have formed with another company. The two major questions to ask are: 1) Would this news be interesting to me if I were a writer or buyer and 2) How can I “package” it to make it interesting and exciting to the media and their readers?

Once you have identified the best new angle, it is time to present the information to the media. One of the most effective ways is a new release.

News Releases

A well written news release that succinctly tells editors what makes your product or service different or unique is one of your most effective PR tools. These releases can be about each new or enhanced product, a successful customer story (case study), a new partnership, and a variety of other topics.

Many News Releases turn out to be written advertisements. Stick to the basics, remembering the purpose of the release is to inform, not advertise. The goal is for the media to be informed and interested in your product so they can write about it; you aren't trying to get them to buy it.

Many journalists are pressed for time and you must get their attention quickly or risk not getting it at all. They want facts, not short stories. Give them the main facts early in the release to hook them. Later on in the release, expand upon the facts that you have already given them.

Your release should include:

- An attention-grabbing headline
- The most important information in the 1st paragraph (who, what, where, and why)
- What the product, service, or important piece of news is
- Pricing and availability (if applicable)
- Contact information (name, address, phone, fax, email)
- Company information

If you have more than one or two newsworthy items, it is usually better to develop separate releases and then send them with at least a two to three week interval. Remember that many media outlets get hundreds of news releases a week so if they receive two or three at the same time from you, they are likely to use only one and throw the others away. If you send too many, the editors will see you as a “pest” and not pay attention to any of them.

The information in the news release should be summarized in a one sided 8.5” x 11”, double-spaced document. It should be no longer than 2 pages, stapled together. The release should be written in a journalistic news style, not as a promotional sales pitch. When appropriate, send/attach a color photo of the product in the release. These releases can be sent out with a reminder that they will be on display in your booth. Always include your booth number in your release.

Many editors prefer to receive News Releases via email. When emailing a news release, send it in the body of the email AND attach it. This way, the editor will be sure to receive it in the format they prefer. If sending a photo, you can attach photos and/or provide a link directing them to where they can find them on the web.

Follow Up Phone Calls

Many editors are very busy and do not have time to take phone calls from the hundreds of companies that send them News Releases on a daily basis. Editors especially do not like people calling to see if they received their release. That is why it is so important to write an interesting release.

However, if you have an interesting news angle and/or some information you believe the editors would be interested in pursuing, give them a call. As with your News Release, be succinct, get to the key points right away, and ask if they would like to receive some back-up information. Try to be as brief as possible and respect their time constraints. If they are interested, they will prolong the conversation.

A good guideline to use is to ask if this news will be viewed as truly interesting and important to the industry and/or a segment of the industry. If a significant portion of the editor's readers would find it of little interest, so will the editor.

Press Kits

GovSec, NCS and CPM encourage all exhibitors to submit press kits to the Media Center at the Walter E. Washington Convention Center. Press Kits may be delivered to the Media Center between noon – 4:00 pm on Monday, April 2nd and from 8:00 am – 4:00 pm on show days. We also recommend keeping a few Press Kits at your booth in case media stop by.

Your Press Kit can include any or all of the following: company overview; positioning statements; press releases and company executive bios. If you are giving away samples or advertising specialty items at your booth you may include it with your Press Kits in the Press Room.

Each company may submit a maximum of 50 Press Kits to the Press Room. We recommend that you ship Press Kits directly to your booth on the show floor and deliver them to the Media Center. Shipping directly to the Press Room will result in your package being misdirected or lost and you will be billed for drayage. Press Kits will not be accepted prior to the event. You are responsible for picking up any remaining press kits when the show closes at 4:00 pm on Wednesday, April 4th.

You may want to consider an Electronic Press Kit (EPK). This is a traditional press kit but in an electronic form. An EPK can take the form of a CD or DVD, a thumb-drive, an e-mail, or a Web site. It's easier for media to carry an EPK with them from the show so you may wish to consider this as an alternative or an addition to your printed Press Kit.