



INTERNATIONAL  
CONSTRUCTION &  
UTILITY EQUIPMENT  
EXPOSITION

OCTOBER 3-5, 2017  
LOUISVILLE, KY

## NEWS & PUBLICITY TIPS

See end of document for News Conference Request Form.

### MEDIA RELATIONS

Be sure to include media relations in your show promotion and marketing plan. Editorial coverage in trade and local media can be an effective tool to supplement advertising, direct mail and other marketing communications tactics to promote your presence at the show (don't forget social media!).

Take advantage of show marketing resources, including the free listing in the Exhibitor Directory's New Products & Technologies page (see Exhibitor section of show website for more information).

#### News Releases:

Pre-show, send news releases to trade and local media to publicize your show participation, products, and services you'll be highlighting. Many publications produce special show issues that highlight exhibiting companies. (See the Visit section of the show website for Official Supporting Publications/Media for potential trade media outlets). A sample news release template is included at end of page 2.

#### Press Kits:

Onsite, offer press kits (print or electronic) to provide media with information on the products or services on display at your exhibit booth and other information you want prospects to know. Information should focus on customer benefits (not just product features). Emphasize what's new or different.

Be sure to include your company name and booth number. All press kit contents should be consolidated in individual folders, envelopes, USB sticks, etc.

Press kits can be simple or elaborate. Information can include news releases with photos, spec sheets, product literature and other company background information. Visuals are always welcome. Make a note if digital files are available if you haven't included them in the kit.

#### News Conferences:

If you're thinking about a news conference onsite, be sure your material warrants one. Editors' time is limited so don't hold a conference just to hold one, especially if information can be conveyed just as well through a news release or kit. Or, you may want to schedule one-on-one visits with select editors at your booth.

### AT THE SHOW – Newsroom (East Hall 3)

The show runs a full-service newsroom onsite during show days/hours to assist media coverage. **Exhibitors are encouraged to provide press kits to the newsroom.** Exhibitors may also post messages and notices regarding media exhibitor-related events.

Drop off press kits any time starting afternoon prior to show opening (Kits displayed alphabetically by company name). Please ship to your booth or hotel as newsroom can't accept direct delivery. You may also want to keep a supply at your booth (and news conference handouts, if you do plan an event).

### AT THE SHOW – News Conferences

During show hours, exhibitors may conduct a news conference only onsite, in the show news conference room, or in their exhibit booth with show management permission.

**Booth news conferences:** Can hold during show hours as well as up to 2 hours prior to/after show hours.

**News conference room:** Available show days/hours starting 8 a.m. up to 4 p.m., up to 1-hour time limit.

**News Conference Scheduling:** Exhibitors interested in holding a news conference should fill out news conference form on page 3; requests processed on a first-come, first-served basis. We provide a consolidated schedule to media and post in the show newsroom.



Show management strives to help avoid scheduling conflicts among exhibitors for the benefit of attending media and all exhibitors. However, we can't guarantee exclusivity of a specific time, and schedule is subject to change.

**Media Invitations:** Exhibitors are responsible for inviting media to their news event. Exhibitor contacts may request a list of pre-registered media to add to their own media lists. (Also, see the Visit section of show website for Official Supporting Publications/Media for potential media outlets).

News conference room set: Seating for about 50 classroom/theater style; podium with microphone and lamp; speaker table with four chairs and two wired microphones; standard size projection screen; LCD projector (you need to bring or rent a laptop); central PA amplifier/press box inputs for audio recording.

Please remove all company materials immediately at conference end. (All company signage should be portable and freestanding.) Please arrange directly with show vendors for additional audiovisual (as well as light refreshments, if served).

**Sample News Release Template**

***(Company) to Showcase New Products at ICUEE – The Demo Expo***

*(Company) of (location) will be exhibiting at the ICUEE International Construction & Utility Equipment Exposition in Louisville, Kentucky to showcase its company brand and products to the construction/utilities marketplace.*

*(Brief paragraph on scope/type of company products & brief quote by company president or other top leader on show participation, such as opportunity to meet with customers, importance of products (s) to their jobs, community)*

*ICUEE 2017 will take place October 3-5, 2017 at the Kentucky Exposition Center in Louisville, Kentucky. Visit (company) at Booth (number).*

*Also known as The Demo Expo for its equipment test drives and interactive product demonstrations, the biennial ICUEE is the leading event for utility professionals and construction contractors seeking comprehensive insights into the latest industry technologies, innovations and trends, owned and produced by AEM, the Association of Equipment Manufacturers.*

**NOTE: NEWS CONFERENCE REQUEST FORM FOLLOWS**



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## NEWS CONFERENCE REQUEST FORM

**SHOW DAYS - October 3 (Tuesday) – October 5 Thursday)**

News conferences during show dates and hours can only be held onsite – in news conference room or in your exhibit booth.

News Conference Room: Available starting 8 a.m. up to 4 p.m., maximum time 1 hour

Exhibit Booth Event: Can hold any time during show hours as well as two hours prior to show opening (Tuesday-Thursday) and two hours after close (Tuesday-Wednesday)

Requests processed on a first-come, first-served basis. For benefit of media and fellow exhibitors, show management urges exhibitors not to schedule conflicting press conferences if possible.

*(Please type or print.)*

**Our conference will be in (check one) \_\_\_\_\_ Exhibit booth \_\_\_\_\_ News conference room.**

Exhibitor Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Booth Number \_\_\_\_\_ EMAIL \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Indicate #1, #2 & #3 choices (in case #1 not available). Show Management will contact you to finalize.

1.) Date/Day \_\_\_\_\_ Time (start/finish of conference) \_\_\_\_\_

2.) Date/Day \_\_\_\_\_ Time (start/finish of conference) \_\_\_\_\_

3.) Date/Day \_\_\_\_\_ Time (start/finish of conference) \_\_\_\_\_

**RETURN TO:** Pat Monroe: [pmonroe@aem.org](mailto:pmonroe@aem.org) or Fax +1 414-272-1170. Questions: E-mail or Phone +1 414.298.4123.  
(Please check back if you have not received a reply within 3 working days.)