



## Exhibitor Press Kit Information

The Mid-America Horticultural Trade Show works diligently to create a "buzz" of excitement and interest in the trade show and its exhibitors. That buzz translates into many thousands of visitors at Mid-Am in January, including local media reporters and industry trade press editors. One of the most important things you can do as a Mid-Am exhibitor is to provide information to the media about your company and the products and services that you sell. An easy and inexpensive way to do that is by providing a Press Kit for distribution at the show.

At the show in January, Mid-Am provides a dedicated Press Room where the trade press and local media gather to conduct interviews and collect information about the show, the exhibitors, and the products, services, and equipment they sell. The Press Room is where the Press Kits will be displayed.

### What is a Press Kit?

A Press Kit is similar to a resume for your company. It's a collection of company information and articles arranged in a neat packet to address questions from editors and others. Your Press Kit should contain everything a press representative might need to write or report on your business and the products and services you are selling. The Press Kit should grab the reader's attention, make a lasting impression, and create enough interest to cause the reader to contact you for more information.

### What should be included in the Press Kit?

There are many items that can potentially be included in a Press Kit, depending on the audience. For the purpose of Mid-Am, consider including the following items:

1. **Folder:** choose a pocket folder to hold all your information. The folder should have pockets and a business card slot. It should be of high enough quality to create a positive first impression. On the outside of the folder include a label printed with your company logo. Or for a more formal look, have the folders printed with your company logo and name or product name (this is more costly).
2. **Letter of Introduction:** write an informative letter on your company letterhead that briefly explains what is inside the Press Kit. This is where you will grab the reader's attention; tell them about your latest news, product or service, and why they should care. Make sure you include the name of the person who can be reached for a quote or interview and their contact information. If your folders do not contain a business card slot, paperclip a business card to the letter.
3. **Press releases:** compile all recent press releases, positive press coverage, and sell sheets. Print the releases on company letterhead and color copy the article reprints. First impression is important.
4. **Company information:** include your company's history, a company profile, and profiles of the chief officers, senior management and ownership.
5. **Product and service information:** include a product, service, or performance review – this will let editors see what others are saying about your company and help them write their own review. You should also include a product or service fact sheet or company brochures specific to the product or service.

6. **Other items:** it may be appropriate to include other items in your Press Kit, including photos, recent awards, samples or examples, company newsletter, specific information and schedules of upcoming events, significant statistics specific to the industry, demographics, and target audiences.

### **How many Press Kits should I bring to Mid-Am?**

It is recommended that you provide 20 to 25 Press Kits for distribution at Mid-Am.

### **When and where should I deliver my Press Kits?**

During move-in at the show, bring your Press Kits to the Exhibitor Registration window at Mid-Am. We'll make sure they are placed in the Press Room before the show opens on Wednesday. After move-in, you may place your Press Kits in the Press Room at Lakeside Center. Check the Mid-Am Show Directory for the location of the Press Room.

### **Is there anything else I need to know?**

The goal of the Press Kit is the same as any other marketing endeavor: to get noticed. Package your materials in a unique way and make sure they are presented in a professional manner. You also may want to include a small promotional item that you have on hand, such as a promotional item or note pad imprinted with your company logo, to keep your company name in front of the editor.

Don't wait until the last minute to develop a Press Kit. Start assembling your Press Kit now with available materials and add new materials as they become available.

The Press Kit doesn't need to be as fancy as you might think. Most editors just want the facts without all the fluff. Make it easy for them to write the story by supplying as much relevant and timely information as possible.