

A'17 AIA Conference on Architecture 2017 April 27–29, Orlando

ARCHITECTURE EXPO 2017 EXHIBITOR GUIDELINES FOR MEDIA RELATIONS AND NEWS COVERAGE

Please review the following details for suggestions on how to work most effectively with industry press in order to attain maximum exposure and secure news coverage for your company while exhibiting at the Architecture Expo 2017.

Press Office Schedule

Wednesday, April 26	12:00 p.m. – 5:00 p.m.
Thursday, April 27	8:00 a.m. – 5:30 p.m.
Friday, April 28	8:00 a.m. – 5:30 p.m.
Saturday, April 29	8:00 a.m. – 5:00 p.m.

Press Office

Exhibitors are encouraged to display their press kits in the Press Office (W312) for easy access by the media. Fifteen to twenty press kits are recommended. The following are suggestions on how to transport your press kits:

- Press kits can be shipped with your booth
- Press kits can be hand-carried to the Press Office in the Orange County Convention Center

Please note: Press kits shipped directly to the OCCC will be subject to the 200 lb. minimum drayage charge. Press kits are likely to weigh only a few pounds, therefore it is recommended that you hand-carry your kits to eliminate this charge. There is an option to ship a small package with Freeman. The maximum weight is 30 lbs. per shipment. Please see the Freeman Material Handling information sheet for pricing on the small package shipment.

The Press Office access is restricted to accredited members of the press. Exhibitors may drop-off their press kits in the Press Office on Wednesday, April 26 and Thursday, April 27. Space for press kits is assigned at random by the AIA.

At a minimum, we recommend issuing a press release the week before the show to alert the media that you will be exhibiting at the Architecture Expo 2017, what you will be showcasing, and any additional information that may be of interest.

Pre-Expo Press List

A list of pre-registered press will be made available via the convention website approximately 8 weeks prior to convention and will be updated weekly. If you have any questions regarding the press list, please contact LeeAnn Polster at LeeAnn.Polster@informa.com or call 972-536-6461.

Pursuing Pre-Show News Coverage

To secure inclusion in any Architecture Expo 2017 pre-show news coverage, we suggest issuing a press release summarizing your participation in the show (i.e. new product announcements, new product demonstrations, booth activities, sponsorships or promotions, and

conference participation, etc.). Keep in mind that most publications will be running coverage in the issue just prior to the show.

If you are unable to announce your news in advance of the event, you should still distribute the release to your contacts at monthly industry magazines for informational purposes and as a draw to your booth on show days.

General

Be sure to include “Exhibiting at Architecture Expo 2017” in your press releases. This will make it clear to the media where you are announcing or demonstrating and add credibility to your news. **To avoid missing an opportunity, always contact your key media sources to book appointments in your booth even if they are not on the pre-registered press list. Many press attendees register on-site.**

Pursuing Post-Show Coverage – *New Product Announcements*

To attain new product coverage in post-show issues of weekly and monthly publications, **we recommend contacting the trade press three to four weeks prior to the show.** You should inform them that you will be making a new product announcement at Architecture Expo 2017 and secure an interview or new product briefing in your booth during the show.

Pursuing Post-Show Coverage – *Booth Press Interviews*

To gain news coverage or news briefs in post-show issues of the industry publications, we suggest arranging press interviews in your booth for general information purposes, follow-up to a recently announced product, or for a “hot product” demonstration. **The press should be contacted two to four weeks prior to the show to schedule a meeting, as their calendars are usually full during the week prior to the show.**