



Media Guide

Trade Shows provide the perfect opportunity to increase your company's exposure to the trade press. Through this exposure, you can inform your target customers that you are exhibiting at the Reverse Logistics Trade Shows 2005 Conference and Expo with new products and/or services to introduce them to as well as obtain editorial coverage for your company and its products/services after the show.

Publications have a limited amount of editorial space. Publication of your company's news is not guaranteed. Make sure your press kit or news release is newsworthy, concise and relevant to the editors/writers you are trying to reach.

Develop a press information kit for the Press Room – Include news releases and background information on your company and its services and/or products, photos, digital photo and release files, multimedia CDs, etc. You should have 10 press kits available for the press room and another 10 available at your booth to use during the Expo.

Delivering Your Press Kits to the Press Room - To ensure that your press kits are available to

media at the show, you should deliver your kits to the press room when you arrive on-site. The press room includes a section dedicated to exhibitor press kits, which are arranged alphabetically by exhibiting company name. As there is limited space available for each company, please bring 10 press kits on the first day. You may return to the media center as needed to check your supply and replenish if necessary.

Please keep in mind that RLTS 2005 cannot be responsible for replenishing your press kits. All extra press kits must be kept at your company's booth. Also, please do not ship your press kits directly to the media center.

Don't forget to put your company's booth number on your press kits so that media can easily locate you on the show floor. A sticker on the front of the press kit with your booth number works well. Also, remember to pick up any leftover press kits on the last day of the show. Any press kits remaining after the show floor closes will be recycled.

Press Releases – Write, edit and distribute your company news releases. Content may include new product announcements, personnel releases, new contracts, partnerships, new programs, etc. Send releases out to appropriate members of the press or news wire services and post your press release at RLT, Inc. If you would like to have your press release posted on the Reverse Logistics Association site please email it to Leslie Harms at leslie@rltinc.com.

Press Conferences and Briefings – As an exhibitor, you can reserve time in the press conference room in the show hall for any media event. Call (510) 565-5753 to reserve space or email leslie@rltinc.com

The room is reserved at no charge on a first-come, first-served basis. All A/V and catering requirements for the press room are the responsibility of the exhibitor and must be ordered in advance.

Ten Essential Tips for Writing an Effective Press Release

1) Make sure the information is newsworthy.

2) Tell the audience that the information is intended for them and why they should continue to read it.

3) Deal with the facts.

4) Ask yourself, "How are people going to relate to this and will they be able to connect?"

5) Make sure the first 10 words of your release are effective, as they are the most important.

6) Start with a brief description of the news, then distinguish who announced it, and not the other way around.

7) Avoid excessive use of adjectives, jargon and fancy language.

8) Provide as much contact information as possible: Individual to contact, address, phone, fax, email, Web site address.

9) Make sure you wait until you have something with enough substance to issue a release.

10) Make it as easy as possible for media representatives to do their jobs.



Press Release Template

FOR IMMEDIATE RELEASE:

CONTACT:

Contact Person
Company Name
Telephone Number
Fax Number
Email Address
Web site address

Headline

City, State, Date – Opening Paragraph (should contain: who, what, when, where, why)

Remainder of body text – Should include any relevant information to your products or services. Include benefits, why your product or service is unique. Also include quotes from staff members, industry experts or satisfied customers.

If there is more than one page use:

-more-

(The top of the next page):

Abbreviated headline (page 2)

Remainder of the text.

(Restate contact information after your last paragraph):

For additional information or a sample copy, contact (all contact information)

Summarize product or service specifications one last time

Company history (try to do this in one short paragraph)

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(indicates Press Release is finished)