



**CONEXPO  
CON / AGG**



# ***PUBLIC RELATIONS GUIDE FOR EXHIBITORS 2023***

Las Vegas Convention Center | Las Vegas, Nevada | March 14-18, 2023  
[conexpoconagg.com](http://conexpoconagg.com) | [ifpe.com](http://ifpe.com)



# PUBLIC RELATIONS GUIDE FOR EXHIBITORS 2023



## QUICK RESOURCES:

- **LIVE** CONEXPO-CON/AGG+IFPE Press Event Calendar [[Week View](#) | [Day View](#) | [Press View](#)]
- **Form:** [Schedule a press event](#)
- **Form:** [Submit a show-related press release](#)
- **Form:** [Add a PR contact](#)
- **Form:** [Local \(Las Vegas\) Media Pitch](#)
- **Form:** [Executive Media Availability at the Show](#)
- **Document:** [CONEXPO-CON/AGG + IFPE Media Info Archive](#) (Your press releases as provided to media)
- **Link:** [2020 Show Media-Quality Photos](#) (feel free to use these in your own promotional efforts)
- **Link:** [CONEXPO-CON/AGG 365](#) (Industry Newsletter)
- **Link:** [CONEXPO-CON/AGG Press Releases](#)
- **Link:** [IFPE Press Releases](#)

## WHY MEDIA RELATIONS?

Media relations is a key element of any organization's communications strategy. Every organization has a story to tell and informing and engaging your key audiences with your story can have a real, quantifiable impact on an organization's operational goals.

If you are unsure how to get started with a media relations strategy, the CONEXPO-CON/AGG + IFPE PR Team can provide consultation to help you develop and/or execute your strategy. This consult is included in your exhibitor fee. If interested, please email [Sandra Mason](#), director of public relations for CONEXPO-CON/AGG + IFPE.

## TAKE ACTION NOW

Start your media strategy now. Don't wait until the show starts. Consider these tactics:

- **Press releases** (announcements about new products and services that you are offering your customers)
- **Content releases** (narrative stories about how your product/service/company is innovating or doing something of interest or different).
- **Social media** (posts that can amplify the reach of your press and content releases, as well as engage directly with media and customers, letting them know where your booth is located at the show).
- **Targeted pitches** (outreach to specific reporters/publications and other media outlets such as podcasts and web shows that your research has indicated would be receptive to your message).
- **Contributed content** (a form of content marketing and PR where you leverage your company's/staff's expertise to generate articles and other content to send to media or organizations for use in their owned media, offering to let them use it).
- **Newsroom sponsorship:** If you have a big announcement to make, consider generating excitement about it in the place where media will be working when they aren't on the show floor – the newsroom. [Let us know if you are interested in sponsorship by clicking here.](#)

## MAKE THE RIGHT CONNECTION

CONEXPO-CON/AGG + IFPE's PR team has developed a list of key audiences that will be helpful for your organization's media and public relations efforts as they relate to the show. Here are some ways you can connect your audience with your story:

- **CONEXPO-CON/AGG + IFPE Registered Media List** is sent out to all exhibitors on a bi-weekly basis. With registration now open, members of the media will begin registering, and we'll pass their contact info on to you. We call this the "CONEXPO-CON/AGG + IFPE Exhibitor Sunday E-mail." These messages will be sent every other Sunday morning, starting July 31, 2022, with the latest updates to contact lists, and other information that exhibitors can use to get their message out.
- **We'll tell the media about YOU, too.** We are developing a list of exhibitor PR contacts and will share that list with media, so they know who to contact when they are looking for more information about a particular exhibitor or product.
- **Let us help you connect your leaders with the media.** If you have a C-Suite/Owner-level leader on-site at CONEXPO-CON/AGG + IFPE, and want to make them available to media, please [fill out this form](#) so we can relay that info to the media. Only one leader per exhibitor, please.

# LAS VEGAS, NEVADA

## MARCH 14-18, 2023

- **Las Vegas-area media.** If you are planning something at the show that would be of interest to show attendees and the general public, including giveaways, charity engagements or major business announcements (mergers, acquisitions, that impact the area), please let us know by filling out [this form](#). We will be reaching out to local media with a selection of story ideas to pique their interest.
- **Media where your organization is located.** If your home office is in (for example) Dallas, look up media outlets in the Dallas-Ft. Worth area. If you also have operations in (for example) Kansas City or Charlotte, look up media there as well. CONEXPO-CON/AGG + IFPE generally finds that business-centric media are receptive to our industry's content when it is of local interest. Please reach out to [Sandra Mason](#) if you would like to discuss story ideas for this option.
- **Media where your customers are located.** If you're based in Modesto, but your biggest customers are in Des Moines or Birmingham, reach out to media in those areas as well. Your customers are credible voices who may be willing to comment on your behalf if you ask them. Please reach out to [Sandra Mason](#) if you would like to discuss story ideas for this option.

### PRESS CONFERENCES @ CONEXPO-CON/AGG + IFPE

#### WHAT'S NEW FOR 2023

CONEXPO-CON/AGG + IFPE are changing the way exhibitors schedule press conferences during the show to improve both logistics for attendee media and potential attendance at exhibitor press events.

- **Only one press conference can occur in each of the five (5) main areas of the show at a time.** This is in response to media requests to help spread out events so that they can attend more of them. Those five areas are designated as:
  1. Central Hall + Grand Lobby
  2. South Hall + South Lobby
  3. Festival Lot
  4. West Hall + Diamond Lot
  5. North Hall + Silver Lot
- **Press Conference Rooms will only be available on Tuesday, March 14, 2023.** After Tuesday, both rooms (N249-251 and N252) will be available for rent as a regular meeting room. Please talk to your AEM Account Success Advisor if you wish to rent one of those rooms.
- A \$250 rental fee will be applied to all Press Conference Room use requests on Media Monday and on Tuesday, March 14.
- A [live calendar](#) is now available for exhibitors to see what time slots are available, and which slots are already taken.

#### WHAT HASN'T CHANGED

- CONEXPO-CON/AGG + IFPE exhibitors may conduct press conferences during any of the show days, but only on site (either at your booth or in a press conference room).
- In-booth press conferences may be scheduled up to two hours prior to the show opening or two hours after the show closes.
- While we try to give exhibitors their first choice in time slot as often as possible, there are times when there will be multiple requests for the same time slot in the same place. At that point, we go on a first-come-first-served basis, and the second request will be placed in their 2nd or 3rd choice time slot.
- We cannot guarantee exclusivity of a time, and the schedule will change often up to the opening day of the event. Please keep this sheet handy for the [calendar links](#), as they update live.

#### WHAT TO HAVE READY BEFORE SCHEDULING

- **Make a plan for your announcement** at your press event before scheduling it. Knowing what your content will be before scheduling may impact when you want to schedule (for example, we want to keep Tuesday for product unveilings only as much as possible).
- **Who your on-site media contact will be.** This information will be shared with media in your event's calendar entry.
- **Where you plan to hold your event.** Whether it's at your booth, a press conference room, or a rented meeting room, having that known before scheduling will





impact what is available to you.

- **A brief description of why media should come to your event.** Having this prepared before scheduling will allow us to put this information in your calendar entry to encourage media to attend.

## WHAT TO DO AFTER SCHEDULING

- **Tell the media what's happening.** Whether by press release, or direct outreach, getting media to come to your event is your responsibility.
- **Know what media outlets are most important to your event being a success.** By planning that out, you know who you need to target.
- **Whitelist email addresses from CONEXPO-CON/AGG, IFPE and AEM.** We will send you updates every other week, starting with the opening of registration in August 2022, including ongoing media lists. If those e-mails get caught in your filters, you won't have the latest information to make your outing a success.

## DEVELOP YOUR MESSAGE

In press releases, get to the point quickly. If what you're trying to announce isn't easy to describe in a sentence or two, a reporter is likely to bypass your message entirely. Explaining why your announcement is important should also be included in the body of the e-mail when you send your press release. Press releases should be written in a factual, newsy style, and including the following:

- **The correct name of the shows:** CONEXPO-CON/AGG or International Fluid Power Exposition or IFPE. Please make sure you refer to the show you are exhibiting in (i.e. IFPE exhibitors should encourage people to come to IFPE, CONEXPO-CON/AGG exhibitors should encourage people to come to CONEXPO-CON/AGG). Additionally, please use the whole name of the show, CONEXPO-CON/AGG.
- **Your company's hall and booth number:** "You can find us at Booth ### in Lot/Hall XX."
- **Date/Time/Location:** If you're announcing a press event, make sure they know where to be and what time to be there.
- **Attach files in .doc/.docx format:** Sending your release as a Word document (.doc/.docx) gives the reporter easier access to your message.

## NEWSROOM OPPORTUNITIES

CONEXPO-CON/AGG + IFPE will have on-site media relations support, including our media experts and a newsroom.

- **Make your press kits digital!** *No paper press kits will be allowed in the newsrooms at CONEXPO-CON/AGG + IFPE 2023.* Our media partners have told us their preference for press kits is to have everything stored natively on a USB thumb-drive or a web page accessible by QR Code. We recommend organizing everything into folders, preferably by product.
- **Bring your USB press kits to CONEXPO-CON/AGG + IFPE North Hall Newsroom (N-245-247) by Monday, March 13 at 5 p.m.** We will display your press kits alphabetically for the media to find as easily as possible. Also, keep several press kits at your booth to hand out to media as needed.

- **Send your web-based press kit URL and a high-resolution company logo to Justin Metzger by Jan. 27, 2023 in order to be placed on the QR code wall.** That way, we can display your press kit's QR code on our wall for media to access easily. For logos, the preferred file types include **.ai, .eps, and .svg**.
- **What to include in your press kit.** If you have a product or service on display at CONEXPO-CON/AGG + IFPE, you should have all available information about it with you, ready to hand out to media via USB drive or QR-Code/web link. This should include:
  1. Press releases,
  2. Photos (they should be minimum 2400x3000 pixels in size, 300dpi [dots per inch], and, if you have the time, both in RGB and CMYK color spaces, so both print and digital/broadcast publications can take advantage of them),
  3. Videos (should be minimum 1920x1080 [HD] resolution in horizontal orientation – NOT VERTICAL!),
  4. Brochures, pamphlets, sell sheets, catalogs, spec sheets,
  5. You should also include basic information about your company, including name, address, primary people the media should contact, your booth number(s), and any other information press could use to access your organization more easily.

## NEWSROOM LOCATIONS+ HOURS

- **North Hall [MAIN]:** N-245-247
  - Monday: 8 a.m. - 6 p.m.
  - Tuesday-Friday: 8 a.m. - 5:30 p.m.
  - Saturday: 8 a.m. - 3 p.m.
- **South Hall:** S-226
  - Monday: CLOSED
  - Tuesday-Friday: 9 a.m. - 5 p.m.
  - Saturday: CLOSED
- **West Hall [North Lobby]:** WL-2050
  - Monday: CLOSED
  - Tuesday-Friday: 9 a.m. - 5 p.m.
  - Saturday: CLOSED

## MEET YOUR CONEXPO-CON/AGG + IFPE PR TEAM:



**Sandra Mason, APR** is the Director of Public Relations for the Association of Equipment Manufacturers and CONEXPO-CON/AGG + IFPE. You can reach her, now or during the show, at [smason@aem.org](mailto:smason@aem.org), or by her cell (call or text) at +1 (920) 342-4445.

**Justin A. Metzger, MA** is the Manager of Public Relations for the Association of Equipment Manufacturers and CONEXPO-CON/AGG + IFPE. You can reach him, now or during the show, at [jmetzger@aem.org](mailto:jmetzger@aem.org), or by his cell (call or text) at +1 (312) 218-6160.

