



ESS

ENVIRONMENTAL SERVICES
& SOLUTIONS EXPO

TRADE SHOW PUBLIC RELATIONS

A GUIDE TO MAXIMISING YOUR INVESTMENT

Prepared by Storm Communications for exhibitors at Environmental Services & Solutions Expo 2024 (ESS Expo)

STORM

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MEET THE STORM TEAM

Participating in a trade show offers a valuable opportunity to connect with both existing clients and potential new customers. To optimise your time at the event, leveraging PR and marketing tactics can help boost awareness and foot traffic to your booth, elevate your brand presence, extend your outreach, and ensure success throughout the duration of the show. We are pleased to introduce Storm Communications, our dedicated PR team, ready to offer support to all exhibitors at this year's event. With a deep understanding of the industry landscape, the team is well-prepared to help you generate excitement around your booth and products. We are available from now until after the show to provide guidance and assistance in refining your PR strategy.

Be sure to pop by the media lounge to share any news regarding exhibitor events, product launches, updates, and success stories from the show. This information can be used in both pre- and post-show communications and across our social media platforms.



+44 (0) 20 7240 24444



ESSEXpo@stormcom.co.uk



Naomi Thornton



Olivia Evans



Katie May



Brooke Speight



MAKING THE MOST OF TRADE SHOW PR OPPORTUNITIES

Making the most of trade show PR opportunities can significantly boost your brand's visibility, enhance your show presence, attract potential clients, generate media interest, and contribute to your overall success at the show.

Storm offers several complimentary opportunities to promote your company, products and/or services to the media, including:

- Pre-show publicity
- Media engagement
- Editorial opportunities
- Creative digital content
- Social media
- Post-show review publicity

But to do this, we need you to get involved.

Don't miss out on this FREE opportunity to contribute to the show and your success in 2024.





TRADE SHOW PR STRATEGY: TIMELINES, TACTICS & TIPS

Storm Communications will be implementing a comprehensive PR campaign from now until September to ensure the show and its exhibitors achieve maximum coverage in the media.

Preparing for a trade show appearance can be an overwhelming task. Storm Communications has prepared a comprehensive timeline to help you benefit from the FREE PR and marketing opportunities available to you as an exhibitor.

Share your latest company and product news with us at ESSExpo@stormcom.co.uk so we can include it in our media pitches and pre-show editorial.

Don't forget to add Storm Communications (ESSExpo@stormcom.co.uk) to your regular press list so that we are aware of what the media has received.

TOP 5 PR TIPS

1. Keep us in the know

Exhibitors at ESS Expo will receive a login to populate their online exhibitor profile to ensure news can be included in show news and editorial opportunities. Simply log in to the Exhibitor Portal to add your news updates, press releases, company logos, product images and brochures.

2. Your news straight to the press

Media attending ESS Expo will receive a digital press pack containing latest exhibitor news and announcements. To ensure your company is getting in front of the press, don't forget to send us your show press packs including company information, news, updates, and announcements, and high-res images to ESSExpo@stormcom.co.uk by Friday 9th August 2024.

3. Let people know you're there

While you'll be meeting plenty of new contacts at the show, don't forget to let the people that already work with your business know you're going to be there. Let your networks know via newsletters, social media posts, email signatures, and other marketing materials.

4. Get online – share and connect via social media

Make sure you're taking full advantage of social media. Follow and like the ESS Expo accounts on Instagram ([ess.expo](https://www.instagram.com/ess.expo)) Facebook ([ESSExpo](https://www.facebook.com/ESSExpo)) and LinkedIn ([Environmental Services & Solutions Expo \(ESS Expo\)](https://www.linkedin.com/company/Environmental-Services-&-Solutions-Expo-(ESS-Expo))).

Use the hashtag #ESS24 to shout about your new product launches, networking events, demonstrations, competitions, giveaways, and more on social media. It will help to drive awareness and footfall to your stand and encourage potential customers and media to follow your accounts.

5. Upload your news online

Lastly, please ensure you provide Storm with details of the relevant person at your company who handles your marketing and communications.

For GDPR reasons, it is important to first gain permission before sharing the following information:

- Name
- Telephone number
- Email address
- PR agency (if applicable)

TIMELINE

6

months to go

At the outset

It's important to start planning your PR and marketing strategy for ESS Expo 2024 as soon as possible.

Setting your ideal goals and objectives is an important part of any event, and we recommend building a S.M.A.R.T strategy: Specific, Measurable, Attainable, Realistic, and Timely.

Storm has provided some questions below to help define your strategy, including:

- **Who are your target audiences?**
- **Are you launching a new product or service, hosting a press conference or event, or offering a show special?**
- **Are you sponsoring a show feature, function, or event?**
- **Refine your key messages - why should visitors connect with you at ESS Expo 2024?**
- **What channels will you use to promote your company?**
- **Would you benefit from holding an on-stand briefing to alert the media and gain maximum exposure?**

TIMELINE

3

months to go

Alert the media

Contact your key target media contacts and let them know about your participation at the show.

Be sure to issue your show press releases as early as possible to achieve maximum coverage in your target publications.

Continue to pitch your show news and updates to media in the lead up to the show, inviting key journalists to visit your stand for interviews and live at-show demonstrations.



Don't forget to upload your press releases to your ESS Expo 2024 exhibitor profile, accessed using your personal login, under 'company information'.

TIMELINE

1

month to go

The countdown is on...

Use the last few weeks leading up to the show to firm up your onsite schedule and promote your trade show appearance.

Maximise the power of your social media platforms by creating a steady stream of posts to keep your channels busy before and during the show. Having a wide range of digital content such as images, videos, testimonials, and graphics, can keep audiences engaged. Also, make sure to use the show hashtag #ESS24.

Now is a good time to invite your customers, partners and the media to visit your stand, hold meetings, and attend your product launches. Approach any top tier titles early on to coordinate a time and place to meet at the show. Face-to-face interviews are a fantastic way to build relationships and secure high-quality coverage.



Don't forget to notify Storm of any media events or conferences taking place on your stand or at the show venue, and keep them informed of your latest developments by emailing ESSEXpo@stormcom.co.uk.

TIMELINE

2

weeks to go

Two weeks to go!

Finalise your digital press packs including your company information, news and press releases, and relevant high-res photos and send them to ESSExpo@stormcom.co.uk by no later than Friday 9th August 2024.

Now is your chance to follow up on press releases or media invites to visit your stand at the show, secure meeting slots with journalists and maximise any last-minute press opportunities.

It is important that everyone attending the event is knowledgeable on your company and its products and services you are promoting, as well as latest news.

When talking to the media, it is best to put forward a spokesperson who has undergone media training or are briefed on what they should or should not say.

- ⚠ **Direct media enquiries to a dedicated spokesperson.**
- ⚠ **Remember, nothing is ever 'off the record'.**
- ⚠ **Prepare Q&A documents and specific holding statements for any issues that may arise.**



PREPARING YOUR PRESS MATERIALS

Press packs are a great way to compile all your company info and news into one place for the media, ensuring they are fully briefed on your news and show activity.

Preparing this in advance is key, and we recommend getting these ready 4-6 weeks before the show.

Press packs typically include:

- Any press releases/media updates on your attendance at the show, product/service launches, company updates, etc.
- General company information and a fact sheet.
- Biographies of available spokespeople
- High-res images. Images should be a minimum 300dpi and include captions or credit information for editorial use.

Testimonials can add credibility to your company's products or services. Try to include a collection of varied quotes covering many aspects of your company's services. Ask clients for approval before using your quotes as the media may reprint these.



ESS Expo operates a 'green media centre' so we ask that all exhibitors provide their press packs to ESSEXpo@stormcom.co.uk, rather than as printouts. A QR code will be provided to the media to access this.

TOP TIPS FOR YOUR PRESS RELEASES

A press release is a document shared with the media to notify them of your company's latest news – a new product launch, a show promotion, new partnership or a special event.

When drafting your press release, keep in mind your audience as well as the key messages you want the media and your stakeholders to takeaway.

- Make sure your press release covers the 5 Ws: 'Who, what, where, why and when' which are the crucial elements required to grab a journalists' attention and make your story more appealing.
- Explain your reasons for exhibiting at ESS Expo 2024 and what you hope to achieve from the exhibition.
- Keep paragraphs brief and ensure to include quotes from a key company spokesperson.
- Add your company boilerplate. This is a brief description of your company which appears at the end of your press release.
- Don't forget to include your stand number and location in the body copy of your press release so the media knows where to find you.
- A catchy title never goes amiss! Make sure your headline gets the point of the release across in a direct and concise manner.
- Avoid sending releases as attachments. Instead, copy and paste your release into the body of your email.
- Always include contact details for the media to get in touch with should they have any questions. Be sure to include full names, positions, telephone numbers, email addresses.
- Make sure you issue your press release to relevant titles. Be personable - it's about relationship building!
- After sending the release to your key media, it can be a good idea to make follow-up phone calls to journalists, to ensure receipt of the news release and to answer any follow-up questions.



Keep in mind that many trade publications will begin working on their pre-show and show features in advance of ESS Expo 2024, so the sooner you get your news sent to them, the better.



PRESS CONFERENCES

A press conference is an efficient way to communicate particular information about your company, reaching all attending media at once. They are designed to help you achieve positive press coverage for a company announcement, perhaps a new partnership, product or service.

To make the most of your press conference, follow our simple recommendations:

- Once you've determined the time and location of your press event, notify the media by sending out an invitation in the weeks leading up to the show. The invitation should provide information on who, what, when and where.
- Keep it brief. Your press conference should be no more than 15 minutes. Build in time for questions from the audience, or pre-arrange one-to-one media interviews.
- Send a reminder of the press conference a few days ahead of the event to keep your press conference fresh in the mind of the media.
- Provide a QR code linking to your media pack.
- Keep a track of the media you've met at the show and follow-up via email.



POST-SHOW FOLLOW UPS

Once you have met the media, briefed them and exchanged contact details, make sure you follow up to ensure they have everything they need for their story.

Remember that contacts are everything so make sure you keep all of those journalists on file for future opportunities.

Follow up quickly, a professional email or phone call the day after the event will help you to stand out from other businesses that may take a few days or even weeks to make contact.

The importance of a follow up call:

- Adds value
- Builds a trusted connection
- Provides more product information or comment
- Helps differentiate your business from the competition.



Don't take it for granted that the media will call you. Be proactive and contact them.

STORM



STORM COMMUNICATIONS

ALDWYCH HOUSE
71-91 THE ALDWYCH
LONDON
WC2B 4HN

[HTTP://WWW.STORMCOM.CO.UK](http://www.stormcom.co.uk)

+44 (0) 20 7240 2444