



## ***~ Important Public Relations Information for Exhibitors ~***

### **Are you launching a new product? Holding a special event at the AIIM Expo?**

**Let us know!** We are generating a lot of excitement and media interest for the upcoming AIIM International Exposition + Conference. We are interested in finding out about new products and special events you have planned, so please take a moment to fill out the form below and email it to [amy@riemercommunications.com](mailto:amy@riemercommunications.com) by **Monday, March 22, 2010**.

### **Interested in working with the trade and general business media while at the AIIM Expo?**

The following are tips on how your company can work most effectively with the trade and general business media and analysts that will be on-site in order to obtain maximum exposure and secure news coverage during the event.

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. Keep in mind that many press register on-site. Remember to show excitement for your products and services when talking to the press. Be sure to always include "at The AIIM International Exposition + Conference" in your press releases. This will make it clear to the media where you are announcing or demonstrating your new products or services as well as add credibility to your news. The press should be contacted prior to the show to schedule a meeting. A complete list of invited and pre-registered press is available to all exhibiting companies by e-mail request to [amy@riemercommunications.com](mailto:amy@riemercommunications.com).

### **Share Your Company's Story with Our Registered Press**

Many of the industry trade publications are already working on pre-show issues and they are looking for information from the exhibitors to help them write the most complete and comprehensive coverage about the upcoming AIIM International Exposition + Conference. We encourage you to send press materials to all of the trade editors. For a complete list, contact Amy Riemer at [amy@riemercommunications.com](mailto:amy@riemercommunications.com) or call 978-475-4441.

### **Send your press release out over Market Wire**

AIIM International has developed an exclusive relationship with MarketWire for press release distribution. Send your company news out to thousands of journalists and receive a 15% discount just for being an AIIM International exhibitor. For more information contact Ro Sandoval at 800-774-9473 or email [rsandoval@marketwire.com](mailto:rsandoval@marketwire.com). Or visit [www.marketwire.com](http://www.marketwire.com). A MarketWire representative will be on site in the AIIM International Press Office to assist with distribution of all on-site press releases.

### **Plan to drop off press kits in the AIIM Press Office**

The AIIM International press room will be located in the Pennsylvania Convention Center. Exhibitors are encouraged to display their information kits in the Press Room for easy access by the media. Access is restricted to accredited members of the working press. Up to 50 kits may be placed in the press room and all kits should be dropped off to the Press Office onsite.

**NEW PRODUCT FORM**

Please Print or Type Clearly

Please return this form by either **FAX** (978) 475-4446 or **E-mail** [amy@riemercommunications.com](mailto:amy@riemercommunications.com)

**EXHIBITOR INFORMATION**

Exhibitor Name: \_\_\_\_\_

Exhibitor PR Contact Name: \_\_\_\_\_

Exhibitor PR Contact Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_ URL: \_\_\_\_\_

**NEW PRODUCT INFORMATION**

Name of Product: \_\_\_\_\_

Description: \_\_\_\_\_

Benefits to the Industry: \_\_\_\_\_

\_\_\_\_\_

Are you having a launch event around the product? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please describe (include date, time, location) \_\_\_\_\_

\_\_\_\_\_

What media would be interested in this news? \_\_\_\_\_

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Additional information

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