



## **GUIDE TO A SAMPLE PRESS RELEASE**

Things to keep in mind when writing a press release:

- For Immediate Release tells the reporter that the news can be used when they receive it. If the news is to be held or embargoed, put a specific date as to when the news can be released.
- A contact name with a phone and email must be included. If the news is being released from the Show, put a local number or cell phone number and make sure to include the booth number.
- The dateline should include the date and location (Philadelphia, PA, if the news is being released during the Show)
- The lead needs to be compelling and grab the readers attention, and include the most important information such as who, what, where, when and why.
- Sentences should be about 25 words long. Write clearly and concisely, avoid wording that might confuse the reader.
- End the release with ###, centered at the bottom of the page.
- If a release is on two pages, write –more- at the bottom of the page, and put a header on the top of each page.

See the following page for a sample press release. Fill in all the sections in italics. For additional information or assistance in writing a strong press release contact Amy Riemer at 978-475-4441 or via email at [amy@riemercommunications.com](mailto:amy@riemercommunications.com)

**COMPANY LOGO**

**FOR IMMEDIATE RELEASE**

**For further information, Contact**

*Contact Name*

*Company Name*

*Telephone Number*

*Email Address*

**(NAME OF EXHIBITING COMPANY) TO EXHIBIT AT AIIM INTERNATIONAL  
EXPOSITION + CONFERENCE TAKING PLACE IN  
PHILADELPHIA, APRIL 20 – 22, 2010**

*(Description of products/services) to be Showcased at This Leading Industry Event*

**City, State – Month Day, 2010 – (Company Name and one line description)** will participate as an exhibitor at the AIIM International Exposition + Conference at the Pennsylvania Convention Center in Philadelphia, PA April 20-22, 2010 in **Booth <#>**. ***(Describe products/services to be showcased at event or other pertinent information such as sponsoring, speaking, etc. taking place.)***

The AIIM International Exposition + Conference is the definitive industry event for information and content management professionals. During the three day event, more than 100 conference sessions will be offered within 14 educational tracks. The conference program is packed with end-user case studies. Also included in the AIIM Conference Program is the SharePoint 2010 Summit @ AIIM Expo: a multi-track educational program that includes a Microsoft Executive Keynote, Partner Spotlight Sessions from platform providers, deep-dive breakout sessions delivered by Microsoft Teams, real-world customer implementation stories, partner solution stories on extending the SharePoint 2010 platform, and best practices and expert insights from leading analysts.. ***(Add paragraph about company's products and services being showcased)***

*Add quote from exhibiting company executive*

**About (Company Name)**

***(Boilerplate paragraph about your company)***

**About Questex Media Group, Inc.**

The AIIM International Exposition + Conference is produced and managed by Questex Media Group, Inc., a global, diversified business-to-business integrated media and information provider, headquartered in Newton, MA. For information on attending, visit [www.aiimexpo.com](http://www.aiimexpo.com) or call 888-824-3004 (US) or 972-620-3009 (Outside US).

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