

# **Boston 2018 PR Toolkit**

*BIOMEDevice Boston, Embedded Systems Conference (ESC) Boston, and Design & Manufacturing New England*

**Check List:** Make the most out of your participation at the event by leveraging media opportunities to gain exposure:

- Like the official Facebook page for [BIOMEDevice Boston](#), [ESC Boston](#), and [Design & Manufacturing New England](#)
- Follow us on Twitter for [BIOMEDevice Boston](#), [ESC Boston](#), and [Design & Manufacturing New England](#)
- Promote your company using the #AdvMfgExpo and/or #ESCconf hashtag on Twitter
- Tag @UBMAdvMfg and/or @ESC\_Conf on Twitter
- Request the media list from [advmanufacturingpr@ubm.com](mailto:advmanufacturingpr@ubm.com)
- Submit your product announcement for the exhibitor announcements press release by April 4<sup>th</sup>, 2018.

**Promote Your Presence:** If your company is planning to make an announcement at the event or is interested in free PR opportunities, we have outlined what is offered by the PR team below. If you have any questions, please reach out to [advmanufacturingpr@ubm.com](mailto:advmanufacturingpr@ubm.com)

**Exhibitor Announcements Press Release:** If your company is announcing a new product leading up to or at the event, we can help you increase exposure through a press release detailing exhibitor news. For more information, please contact [advmanufacturingpr@ubm.com](mailto:advmanufacturingpr@ubm.com)

Deadline: April 4<sup>th</sup>, 2018

Press Release Date: April 11<sup>th</sup>, 2018

To participate in the Exhibitor Announcements press release, please visit: [ubm.io/BostonExhibitorForm](http://ubm.io/BostonExhibitorForm)

*Please note that submissions cannot exceed 50 words and no marketing copy will be considered.*

**Press Release:** We encourage you to create and distribute your own press release announcing your participation at the event for increased exposure. If you are planning to announce your presence, we have outlined some guidelines to follow to help you succeed:

- Full event name, date and location should be included in the first paragraph:
  - *BIOMEDevice Boston 2018 (OR NAME OF SPECIFIC CO-LOCATED EVENT) is taking place April 18 – 19, 2018 at the Boston Convention & Exhibition Center in Boston, MA.*

- Event boilerplate should be included in the press release, please see below:

### **Boilerplate:**

#### **About Advanced Manufacturing Expos & Conferences**

UBM's Advanced Manufacturing portfolio is the leading B-to-B event producer, publisher, and digital media business for the world's \$3 trillion advanced, technology-based manufacturing industry. Our print and electronic products deliver trusted information to the advanced manufacturing market and leverage our proprietary 1.3 million name database to connect suppliers with buyers and purchase influencers. We produce more than 50 events and conferences in a dozen countries, connecting manufacturing professionals from around the globe. The Advanced Manufacturing portfolio is organized by UBM plc. UBM is the largest pure-play B2B Events organizer in the world. Our 3,750+ people, based in more than 20 countries, serve more than 50 different sectors. Our deep knowledge and passion for these sectors allow us to create valuable experiences which enable our customers to succeed. Please visit [www.ubm.com](http://www.ubm.com) for the latest news and information about UBM.

Exhibitors are encouraged to hold **press kits** at their booth during the event for media pick-up. We recommend bringing 20-40 press kits, which may include the following:

- A press release about recent company news
- Company Background Info
- Executive Bios
- Images of your products
- Contact Information

**Media List:** The list of pre-registered journalists and reporters covering the show will be available one month before the event. The media list will include contact information for members of the media who will attend and cover the event, you may contact each member of the press on an individual basis.

We do not recommend blasting the entire press list; instead, please research each contact carefully to ensure the news you are providing is within their scope of coverage. You should send them an email pitch with products you will launch at the event, and explain how and why the product you're launching is newsworthy.

Not all media will be pre-registered. We also encourage you to conduct outreach to media contacts with whom you regularly communicate.

If you are interested in accessing this list, please reach out to [advmanufacturingpr@ubm.com](mailto:advmanufacturingpr@ubm.com)

**Press Meetings:** Many exhibitors book one-on-one appointments with the media. These briefings are a great opportunity to provide the press with a deep dive into your company or an

inside look at a new product. **If you secure any interview requests with media, you can utilize your assigned booth to host your interview.**

Here are some tips to consider when attempting to secure one-on-one time with the press:

- In your initial request, include a well-crafted pitch outlining what sets you or your company apart and why the reporter you are reaching out to should write a story about you.
- Once you confirm a meeting with the press, send them a calendar invite for the date and time of your briefing. Please make sure not to double-book.
- Send a friendly confirmation or reminder email two or three days before the event. This email should include your on-site contact information in the event of a schedule change.
- Tradeshows are very busy, so please be prepared for late arrivals and no-shows.
- Prepare for the interview. Consider what you pitched to the press and prepare for any questions that could originate from the topic you are discussing. Make sure you are well versed and fully understand your company's product, history, value proposition, and the industry. Develop talking point beforehand and be sure to practice speaking to those talking points to ensure that you are accurately conveying the correct message.