



IBEX Exhibitor Publicity Planner

Dear IBEX Exhibitor,

We appreciate your investment as an IBEX 2017 exhibitor, and welcome you as IBEX returns to Tampa. In support of your investment in the exhibition, IBEX has committed to an aggressive public relations and social media marketing campaign on your behalf – which is just one of many benefits you receive as an exhibitor.

Our public relations and social media agency, Riemer Communications, will conduct extensive media and social outreach for IBEX and its exhibitors before, during, and after the show. **It's up to you, though, to take advantage of all these opportunities. This IBEX Exhibitor Publicity Planner shares details on how to do that.**

We want to be sure you have a productive show and look forward to assisting you however we can. **See you September 19-21 at the Tampa Convention Center.**

The IBEX Show Team



MAXIMIZE YOUR PR AT IBEX SHOW 2017

Maximize Your PR At IBEX
Pre Show
At Show
Post Show
Important Dates
Key Contacts

If you are launching new products in 2017, debut them at IBEX. National and regional media interested in your company news will be at the show, and below are top tips for maximizing your participation at the show:

- **News Releases:** Media are focused on products that are new to the U.S. market. Before IBEX, prepare a news release or press kit that details new product introductions or other company news.
- Post the news release and photos on your website, and send the news release to the attending press list prior to the show. To obtain this list, contact the IBEX Public Relations team.
- Upload your news release and photos to your online exhibitor page.
- Invest in professional photography of new products and include high resolution images in your press kits.
- Deliver your press kits/press releases to IBEX's on-site Press Room. Follow up by sending electronic versions of the press kits/press releases via email to press.
- See next slide for Essential Elements for and Impactful News Release



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 (Tampa, FL, if the news is being released during the Show)
- The lead needs to be compelling and grab the reader's 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.



SAMPLE PRESS RELEASE

COMPANY LOGO

FOR IMMEDIATE RELEASE

For further information, Contact

Contact Name

Company Name

Telephone Number

Email Address

(NAME OF EXHIBITING COMPANY) LAUNCHES (NAME OF NEW PRODUCT) AT IBEX 2017

City, State – Month Day, 2017 – (Company Name and one-line description) will participate as an exhibitor at The IBEX Show taking place at the Tampa Convention Center, Tampa, FL in Booth <#>. (Describe products/services to be showcased at event or other pertinent information such as sponsoring, speaking, etc. taking place.)

IBEX, Where Better Boats Begin (www.ibexshow.com), is the marine industry's largest technical trade event in North America and is powered globally by **METSTRADE**, the world's leading platform and community for professionals in the leisure marine equipment industry. IBEX is owned and produced by the **National Marine Manufacturers Association (www.nmma.org)** and **RAI Amsterdam (www.rai.nl)**. IBEX brings together 575 exhibiting companies and 7,000 marine industry professionals to see the latest products and services on over 125,000 square feet of exhibits inside, outside, and on the water. The 2017 IBEX is scheduled to take place at the Tampa Convention Center, September 19 – 21, in Tampa, FL USA. For more information, please visit www.ibexshow.com.

(Add paragraph about company's products and services being showcased)

Add quote from exhibiting company executive

About (Company Name)

(Boilerplate paragraph about your company)

###



DEVELOPING PRESS KITS

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A company press kit is a professional way to present newsworthy information to those members of the press who will be writing about IBEX 2017.

- Electronic press kits (hosted online or loaded onto USB flash drives) are recommended and preferred by the press.

Recommended components include:

- News release(s) announcing what the company is introducing or spotlighting at IBEX 2017
- Company history or background information
- Bios of prominent company executives (i.e., new product designer)
- Product images: Digital image files that are 300 DPI higher
- Contact information: Who should the writer contact if they require further information?



Social Media at IBEX



<https://www.facebook.com/IBEXShow/>

<https://twitter.com/IBEXShow>

<https://www.linkedin.com/groups/2241870>

<https://www.instagram.com/ibexshow/>

<https://www.youtube.com/channel/UCRNJfFdd0I8xsGPHjtON7g>

<https://plus.google.com/u/0/102171259424358607600>

IBEX Tampa 2017 hashtag:
#IBEXShow

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ONLINE PRESS ROOM FOR IBEX EXHIBITORS

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Writers and editors from marine industry trade publications; local news reporters and bloggers attend IBEX and will check the IBEX Website for news.

- We invite you to upload your news releases and images to your online exhibitor dashboard.
- IBEX will be preparing and distributing a news release highlighting interesting and innovative new products to be introduced at IBEX.
- If you would like to be considered for inclusion, please complete the **Exhibitor New Product Questionnaire** for each new product (<https://www.ibexshow.com/exhibitor-press-release-upload/>) New products are those considered to be introduced to the market in the past year.
- The deadline to submit information for the New Product Introductions Release is **August 14th**.



OFFICIAL PRESS ROOM

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While onsite at IBEX, attending journalists and bloggers are invited to make use of a designated press room. As many members of the press take advantage of this exclusive space, we encourage exhibitors to leave their press materials in this room for additional media exposure.

- Exhibitors may drop press kits off in person by visiting the **Press Room** during pre-show buildup or the morning of the opening day of the show (September 18th).
- It's recommended to supply the press room with 25 copies of press materials. **Materials can either be loaded onto USB flash drives**, or printed in a press kit.
- Please pick up any remaining press kits by 3:00 p.m. on September 21, 2017.



The IBEX Product Pitch

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Wednesday, September 20th, 11 AM – 12 PM on the 2nd Floor Lobby Level

For the third year, Editors from leading trade publications will be walking the show floor looking for the best new products and services being offered by the exhibitors. If you have something new and innovative, let us know so we can share that information with the editors to consider for our Pitch the Press event where a dozen companies will be selected to “pitch” their new product to editors and buyers.

To submit a product to be considered for this program, visit:

<https://www.ibexshow.com/exhibitor-new-product-questionnaire/>



MEDIA RELATIONS AT YOUR BOOTH

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Members of the press enjoy being able to see the features and benefits of products in-person, so in-booth meetings are great ways to showcase those new products that are being introduced at IBEX, and highlight their features. Here are tips to make the most of those meetings:

- Invite media to appointments at your booth in advance of the show via email, describing the newsworthy products you will be showcasing. In some cases, the media won't make an appointment, but appreciate the heads up on what's new.
- In advance of the show, make a plan for the products you will show and the information you want to share. It's best to keep the information presented short and to the point, as the writers have many manufacturers to visit.
- Have all staff in the booth watch for the badges worn by registered members of the press. Designate one company representative as the press contact and have all staff introduce visiting press to that representative.
- Keep a supply of press kits in the booth to offer writers who visit the booth to see your products. If you do not have press materials on hand, take the writer's card and be sure to send the materials as soon as possible after the show, ideally within one week of returning from the show.



PRESS CONFERENCES & EVENTS

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Press conferences or media events are great ways to communicate groundbreaking announcements to the members of the press who are attending the show. IBEX offers exhibitors the chance to host press events either in their booth or in the press room where you can have breakfast or lunch catered for the media. Here are a few tips to help you stage a well-organized and well-attended event.

- Invite editors and writers to the news conference at least four weeks in advance. Follow up to re-confirm attendance.
- To successfully attract the media to an event, make sure you are offering something of value, news, trends and/or insights. In your invitation, tease the announcement but do not give away all details. You want the press to attend!
- Have presentation visuals available as handouts. Press kits should also be distributed.
- Designate a knowledgeable spokesperson to lead the conference and make the official announcement. The designated spokesperson must be comfortable with all elements of the announcement, and be comfortable interacting with press, should any questions be asked.
- Have a sign-in sheet to log attendance. This will also be helpful for post-show follow-up with media.
- Limit a news conference to 15-30 minutes, allowing 10-15 minutes for your announcement/presentation. Include 5-10 minutes at the end for a question and answer session.



2017 Innovation Awards

The #1 reason marine professionals attend IBEX is to see new product and innovation.

Innovation Award Winners are promoted all year long:

- Email Campaigns
- IBEX web site
- Industry Breakfast & Awards Presentation
- Innovation Way
- National and International Press

For questions, contact:

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EXHIBITOR NEW PRODUCT PREVIEW QUESTIONNAIRE

EXHIBITOR NEW PRODUCT QUESTIONNAIRE – DEADLINE FOR SUBMISSIONS **August 14-** An online version of this form can be found at <https://www.ibexshow.com/exhibitor-new-product-questionnaire/> or email this version to amy@riemercommunications.com.

All new products submitted should be released since IBEX 2016

1. Name of new product or service _____
2. Briefly describe in approximately 300 words some of the details of your new product or service (i.e., origin, colors, texture, sizes, price range, function/application, materials, unique benefits, etc.) or include a press release or brochure.
3. Submit photos if available. The standard requirement for print publication is in digital format (jpeg or tiff, 300 DPI or larger).
4. Complete this form

Company Name: _____ Booth #: _____
Contact Name & Title _____
Address: _____
City: _____ State/Province: _____
Country: _____ Zip/Postal Code: _____
Phone: _____ Email: _____
Website: _____

I authorize IBEX and Riemer Communications to use my submitted materials for the purpose of promoting my participation in IBEX 2017. _____



Deadlines for IBEX Publicity

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June	<ol style="list-style-type: none"> 1. Innovation Awards Applications 2. Request Media List 3. Make plans for press Conferences or special events 4. Sponsor a media breakfast for lunch
July	<ol style="list-style-type: none"> 1. Upload Press releases to online news room 2. Post info on your booth at IBEX to Social Media 3. Request Assistance to write press releases
August	<ol style="list-style-type: none"> 1. Final deadline to submit publicity materials for online publicity 2. Provide information for Pitch the Press
September 18	<ol style="list-style-type: none"> 1. Deliver press kits to Tampa Convention Center 2. Let the press room know about news from the event
September 21	<ol style="list-style-type: none"> 1. Unused press kit pick-up at IBEX Press Room 2. Request list of press who attended to follow up with



Q&A

Tips To Maximize PR At IBEX

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