

# Public Relations: Media Guide

For questions, please contact Elena Potter, Marketing Coordinator 323.215.0308 [elena@awfs.org](mailto:elena@awfs.org).

## Get free advertising through the press!

Trade shows provide the perfect opportunity to increase your company's exposure to the trade press. Journalists are constantly looking for news stories and your company can be one of them. Take advantage of this communication channel by distributing press materials about your company and products **before, during, and after AWFS®Fair**.

## There are many ways you can reach the media:

- Send press releases to the media 2-3 months before AWFS®Fair — especially publications planning a special AWFS®Fair issue.
- Schedule one-on-one interviews with key trade media and your top executives.
- Schedule a press conference during the event.
- Develop a press information kit for the Press Room which includes news releases and background information on your company and products, photos, digital photo and release files, multimedia CD's, etc. Exhibitors can deliver kits to the Media Center the day prior to show opening. For Media Center questions, please contact Elena Potter, [elena@awfs.org](mailto:elena@awfs.org).

**Show Directory or Show Daily Advertising** - Don't forget to include the Show Daily or Show Directory published by Woodworking Network in your PR plan (see page 12 for details).

## Pre-Show and Post-Show Press Conferences

If you have a new product development or a newsworthy announcement regarding your company, schedule a press conference through AWFS®Fair and invite the trade press to attend. Schedule on-site meetings for the purpose of demonstrating new products and pitching article ideas. AWFS®Fair will provide, by request, a list of pre-registered editors and can assist you in scheduling your press conference. If you do want to host a press conference, please fill out the Media Briefing/Event Scheduling Form (page 36).

You need clearance to hold a press conference before or after regular hours of trade show operation. Please notify the Trade Show Director, Kim Roehricht at [kim@awfs.org](mailto:kim@awfs.org) or 323.215.0315 to make special arrangements for early or late access.

## Press list

The AWFS®Fair Press list will be available to all exhibitors three weeks prior to and after the show. You may request the press list by contacting: Elena Potter, [elena@awfs.org](mailto:elena@awfs.org) or 323.215.0308.

## Food and Beverage for Press Conferences

All food and beverage items must be purchased through show management. Please contact Kim Roehricht, Trade Show Director at 323.215.0315 or [kim@awfs.org](mailto:kim@awfs.org) for more information.

# Media Briefing/ Event Scheduling Form

Deadline: July 8, 2021

All media briefings and events must be registered with the AWFS® Media Relations staff, including those held in a booth or outside of the Las Vegas Convention Center. Registered briefings will be listed on the Official Media Event Calendar (posted in the Press Room), and distributed to all editors in attendance. **[Print and fill out the form below or [click here](#) to fill it out digitally].**

Name of Company: \_\_\_\_\_ Booth: \_\_\_\_\_

Press Contact in Booth: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

## Type of Event

Large Media Briefing

Media Reception

Single Media Interview

Other (Please list): \_\_\_\_\_

Topic/Title/Description: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Time of Event: \_\_\_\_\_

## Location

Exhibitor's booth # \_\_\_\_\_ (if different from above)

The Press Room (Interview only)

Other Location: \_\_\_\_\_

To be announced. Please contact us.

## Event is

Open to all members of the Media

By invitation only

Return this form to:

**Elena Potter**  
AWFS® Fair Media Relations  
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Anaheim, CA 92806

email: [elena@awfs.org](mailto:elena@awfs.org)