



JUNE 26-28, 2018
EDUCATION JUNE 25-27
MANDALAY BAY, LAS VEGAS, NV, USA



SuperZoo 2018 PiP Media Kit Best Practices

Boasting the biggest pet industry audience in North America in terms of buyer participation, SuperZoo 2018 is your number one opportunity to connect with influential media. Make sure your product stands out with these helpful tips.

*Please note: due to limited space in the press room, we cannot accommodate media kits larger than a **standard 8.5 x 11 folder**. If you do have larger samples, feel free to advertise their availability to credentialed media at your booth.*

Important Media Kit Elements:

- News release promoting your presence (and products!) at SuperZoo 2018
- Company background information: What's your brief origin story? What is your mission? Who is your founder? How long have you been in business? Where are you located? Where is your product manufactured?
- Fact sheet with specific information about your product, giving reporters key bits of facts
Executive bios give reporters much-needed background information about the people behind the company and product
- Relevant contact information for onsite representatives or PR company contact and booth number
- Professional photos of your product and branding on a flash drive, or provide a web link to access. (large, high resolution images on a flash drive make it easy for reporters to use your logo or product photo in their stories)
- Examples of media coverage (these can be blog posts, interviews, magazine articles, etc...)
- Awards and recognition for your product or business
- Non-profit or volunteer involvement; always good to include any charities or non-profit work your company is active in supporting
- Small samples (if you have them) of your product

Other Tips to Note:

- The press room is located in **TBD**.
- You can drop your materials in the SuperZoo media room on Monday, June 25 between Noon and 3 p.m.
- Media kits will be organized alphabetically in the press room by press room staff
- Presentation is important; you don't need to spend a ton of money, but having your materials contained in a professional looking folder or on a flash drive make it easier for your company to stand out
- Consider printing a small tent card with your company's name for display in the press room

For more tips about drafting the perfect news release and information on submitting your release to our online pressroom visit <http://www.superzoo.org/media-toolkit/>