

A LITTLE BIRDIE TOLD ME



AUGUST 20-22 2019

EDUCATION AUGUST 19-22
MANDALAY BAY
LAS VEGAS, NV, USA

SuperZoo 2019 Media Best Practices

Boasting the biggest pet industry buyer audience in North America, SuperZoo 2019 is your BEST opportunity to connect with influential media. SuperZoo generally welcomes 200 media attendees and a powerful social influencer community, eager to share your product and company news. Develop your media kit for inclusion in the Press Room onsite using the following tips to make sure your business stands out!

Recommended Media Kit Elements

News Release. Promote your presence (and products!) at SuperZoo 2019 with your own press release. The release should showcase your launching product(s).

Company Background Information. What's your brief company 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. Highlight specific information about your product, giving reporters key facts and features.

Executive bios. Give reporters much-needed background information about the influential people behind the company and product. Include your PR person's contact information so reporters can connect for more information, product demos and quotes.

Relevant Contact Information. Make yourself easy to contact! Include cell phone or forward desk phone number for onsite representatives or PR company contact and booth number

Product Photos. Include professional photos of your product and branding on a flash drive or provide a web link for access. (large, high resolution images on a flash drive make it easy for reporters to use your logo or product photo in their stories)

Coverage. Share examples of previous media coverage to demonstrate the buzz about your product (these can be blog posts, interviews, magazine articles, etc.). Also feature company awards and recognition for your product or business.

Non-profit or Volunteer Involvement. Media and consumers appreciate when a company gives back. Include any charities or non-profit work your company is supporting.

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Giveaways. Not a necessity, but media love small samples (if you have them) of your product—and it gets them hands on with your offering immediately!

Other Onsite Tips to Note

- The press room is located in the back corner of Hall C.
- You can drop your materials in the SuperZoo media room on Monday, August 19 between 2:00 p.m. to 5:00 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. Unfortunately, due to space constraints, no large displays will be allowed. *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.*
- Consider printing a small tent card with your company's name for display in the press room.

Invite Media Contacts

Reach out to kate@mdg.agency to **request the pre-registered media list!** This is an amazing resource that will allow you to email relevant media about the products you will launch at the show. Make sure to explain how the products being launched are newsworthy and provide them with all the information they need to cover the story. Recommended practice for reaching out to attending media prior to the show:

- Once you have the list of pre-registered media and your company media list, start contacting individual media likely to be interested in your products before the show to schedule a meeting at your booth.
- Whether you're reaching out via email or phone, be sure to have your 30-second pitch ready—who you are, what sets you apart, what distinctive new offerings they'll see and why they should carve out time to visit your booth. Include this information in your communications with the media.
- Not all media attending the event will pre-register, so if you already have a target media list, cross-reference with the current list and reach out to media contacts on your list that you would like to invite. If they are not already on the pre-registered media list, be sure to provide your media contacts with the [media registration link](#).

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On-site PR Outreach Strategy

This event is your opportunity to engage with and develop relationships with key media and influencers when they are most eager to obtain information. Be well-versed on your company's key messaging, product benefits and features, launch details, pricing, brand, story and vision. Know how your product impacts the industry and fits into lifestyle storylines with your company or the industry.

Prior to the show, you'll want to formulate the following, so you're prepared to discuss when media representatives stop by your booth:

- **USP (Unique Selling Point).** What separates your company and products apart from the rest? Why should they write about or include your company in a story following this event?
- **Your 30-Second Pitch.** Communicate your key benefits and features as quickly as possible. Try not to be too long-winded and too detailed. Capture their attention while encouraging them to ask for more details.
- **Product Availability.** Where your products will be sold and when they will be available, including shipping and pricing details. You should also be well-versed on sales incentives and programs.
- **Differentiators.** What makes your brand different or unique? Are you first to market with a new product? Have you incorporated new packaging? Are you using different ingredients? Are your products organic or sugar-free?
- **Expand Your Product Storyline.** To ensure broader coverage, look for ways to identify with a larger industry trend. Look beyond just product benefits and features. Tell a more engaging story. In this newsworthy industry, look to connect with trending topics like snacking in moderation, reduced sugar consumption, organic treats, natural snacks, etc.

To ensure you are getting the best ROI on your media outreach efforts, it is essential that you prepare an outreach strategy.

- **Do your homework prior to attending.** An editor or producer will be more receptive to your story idea if they are an appropriate fit for writing about your brand or products. To ensure your time is efficient and to set yourself up for a higher ROI, research each media outlet you are pitching to make sure it is relevant for your product, see what the editor writes about and make sure he or she is the appropriate contact.

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- **Communicate with your media list.** In addition to the SuperZoo pre-registered media list, reach out to your core media and invite them to attend. Provide them with the link to register so that show management can approve their attendance.

Follow-up to Encourage Coverage

Post-Event Communications. At the conclusion of the event, follow up with journalists to further pursue an opportunity and possible story. You can send a thank you or product samples, but most importantly, let the media know you are available to answer any additional questions.

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/>