

**NeoCon® exhibitors**  
**Be part of our new product press release**  
***Press members want to know more about new products at the show***

If your company is introducing a new product at the 43<sup>rd</sup> annual NeoCon® please complete this form and return it by **May 6**, to Lindsey Arquilla at [larquilla@mmart.com](mailto:larquilla@mmart.com). Be sure to put "NeoCon New Product" in the subject line.

Please note, a new product form is required for each new product submission and we encourage you to send **no more than one** high resolution photo (300 dpi) per new product.

We will make sure your company is included in our press pitches and our new products press release that will be included on the NeoCon online press room.

**Company Name:**  
**Contact Name:**  
**Telephone number:**  
**Booth #:**  
**Name of product:**

**Brief Description (please limit this to two or three short sentences):**

**Product Category** (please check ONE):

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Lighting                 | <input type="checkbox"/> Flooring/Laminates             | <input type="checkbox"/> Floor Covering   |
| <input type="checkbox"/> Lounge Seating           | <input type="checkbox"/> Office Seating                 | <input type="checkbox"/> Textiles/Fabrics |
| <input type="checkbox"/> Casegoods/Office System  | <input type="checkbox"/> Furniture                      |   |
| <input type="checkbox"/> Technology/Tech. Support | <input type="checkbox"/> Decorative Accessories/Artwork |   |
| <input type="checkbox"/> Walls/Wall Covering      | <input type="checkbox"/> Other/Misc.                    |   |

**Press kits for NeoCon Press Room**

If your company would like to have their press kits available to the members of the media who will be at NeoCon, ship **no more than 60** press kits by **May 27** to:

Lauren Finch  
MMPI  
Merchandise Mart  
Suite 470  
Chicago, IL 60654  
(312) 527-0114

We highly suggest CD press kits that contain electronic copies of releases, photos and any other promotional materials. More information about press kits and the NeoCon press room can be found on the next page.

**Note:** If an outside P.R. firm is handling your media relations, kindly forward this information.

**Press and publicity at NeoCon®**  
**Take advantage of free publicity opportunities during NeoCon**

MMPI strongly encourages exhibitors to be a part of the NeoCon® press room by submitting your company's press kits before the show begins.

From June 13-15, 2011 more than 300 local, national and international media members are expected to visit the NeoCon press room on the 7<sup>th</sup> Floor of The Merchandise Mart. Our hope is that you will gain maximum exposure in the media before, during and after NeoCon.

One of the ways to do this is to display your company press kits in the press room. It is an easy way to gain exposure for your company and products.

If you would like press kits displayed in the NeoCon press room throughout the show, please forward **no more than 60 press kits** by May 27 to:

**Lauren Finch**  
**Public Relations Manager**  
The Merchandise Mart  
Suite 470  
Chicago, IL 60654  
*(Phone Number (312) 527-0114– for Fed Ex purposes)*

Press kits received by the deadline will ensure an alphabetized display space in the NeoCon Press Room. Exhibitors may also drop off their company press kits in the press room from 10 a.m. – 3 p.m., June 11-12. Press kits received after the May 27 deadline will be displayed in the order they were received.

Well-known editors and writers of both print and broadcast are invited to the press room where your kits will be on display. We hope you will participate in this ideal publicity opportunity to get the word out on your unique product or service.

**\*IMPORTANT NOTES\***

- Be sure to clearly mark your company name and showroom/space number on each press kit.
- If an outside P.R. firm is handling your media relations, kindly forward this information.
- If you are hosting a media event in your showroom or booth during NeoCon, please be sure to alert our Public Relations Department by emailing [lfinch@mmart.com](mailto:lfinch@mmart.com)
- MMPI is not responsible for lost or stolen press kits.

Please pick up your remaining press kits by 5 p.m. on **June 15. Press kits which are not picked up by 5 p.m. will be recycled.**

## **Press kits – NeoCon®**

### **How to Prepare a Press Kit**

It is important for you to present your unique product or service to the press. Some commonly asked questions about press kits include the following:

- ***What is a press kit?***

A press kit is an information packet conveniently assembled for the media to review. Most P.R. professionals use simple tools to compile a media kit, starting with a two-pocket folder, plastic envelope, or even a paper envelope.

- ***What goes into a press kit?***

A press kit usually consists of the following:

- press release[s]/news release[s]
- a CD of images (*high-resolution jpegs are best; 300 dpi, to be formatted no larger than 4x6*)
- company brochures
- company fact sheet/brief company history
- related company news

- ***What is a press release/news release?***

A press release or news release [interchangeable terms] is a brief announcement, which contains newsworthy material. “News” is the operative word. Explain the innovative aspects or the benefit of your product. A release is written in the style of an article [in the third person]. This means that parts of — or the whole — release could be used “as is” in a publication. It can conclude with a background paragraph on your company. On the first page, always include the date, contact name, title and phone number for people to call with questions, or if they need more information. Press releases are usually one or two pages in length.

- ***Is it necessary to put our company’s name and booth number on the cover of every press kit?***

Yes. If an editor or reporter picks up your kit and readily sees the booth number on it, he or she saves time by not having to look up the location in the show directory.

- ***Does every slide, transparency and photo in the kit need to be identified?***

Yes. Again, an editor will be more inclined to work with a manufacturer who is organized and presents an array of choices.

- ***Should a product sample be enclosed?***

If you are a fabric or wall coverings manufacturer, for example, you may choose to add a small piece of the material in the press kit. It is not necessary, though.

- ***Should past articles be enclosed in the kit?***

If your company was written up in a major newspaper or magazine, you may wish to add a copy of the article, but it is not an essential component for your press kit.