

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

If you are introducing a new product or showing products for the first time in the Mid-Atlantic region, please complete this form and return it by **Friday, Sept. 16**, to Natalie Campbell at neoconeastpr@gmail.com. Be sure to put "NeoCon East New Product" in the "Subject" line of the e-mail.

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 JPG photo (300 dpi or higher) per new product.

Your company's new product will be included in our press pitches and our new products press release that will be included in the official online show press kit.

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. | |

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

REMINDER

Press Kit Drop-Off

If you would like to have your press kits available to press during the show please bring with you **20 copies** of your company's press kit to the NeoCon East press room during the hours stated below. Press kits typically consist of a press release(s), a cd of images, descriptions of new product[s] and any other information you would like press members to see. Check out the section below with tips on **How to Prepare a Press Kit**.

Clearly mark your company name and booth number on each item.

Drop-off time: Tuesday, November 1
10:00 a.m. – 4:00 p.m. **ONLY**

Location: NeoCon East Press Room

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.

**If you have any questions regarding PR please contact
Natalie Campbell at neconeastpr@gmail.com or call 219.670.2283.**