

press kit basics

A pocket folder holds all the information in one neat place and also gives you a cover on which you can let your creativity show (again, make sure you include the show name, your company name and booth number). Your press kit should come together in a pocket folder and include the following:

- Company Fact Sheet
- Press Releases
- Company History & Biographies
- Photographs

Do not clip it all together or put it into a regular file folder. Also, do not use sealed envelopes, which are too hard for browsing editors to open.

Company Fact Sheet

This should be a one-page list of essential details about your company that will inform the editor "at-a-glance."

Company History & Biographies

This is an optional element that can be used to give the press more detailed background about your company and people.

Press Releases

The news release should include your company's name, address, telephone number and a contact person as well as the booth number for the Show where you exhibit.

- **Headline**
The headline of the press release should get to the point in a direct manner and stand out from the body copy.
- **Lead Paragraph**
The lead paragraph should get right to the point and answer the five most important questions: Who, What, When, Where and Why.
- **No Fluff**
Filling press releases with "fluff" or extraneous information makes it difficult to get the real message across. Write your release clearly and concisely and make sure you include a full description of your product, with size, colors and the suggested retail price.
- **Quick Facts**
Try not to write your press release like advertising copy. Although you are trying to attract attention to your product, editors appreciate getting to the facts as quickly as possible.
- **Format**
Press releases should be typed or printed (with a good quality printer). Make sure to double-space your text.

Photos

Most editors prefer digital images. Art work should be high resolution jpegs or tifs (at least 300 dpi and 3 inches big). Digital images can be emailed to press, or contained on a disk or CD in your Press Kit. You may also want to load your images on to an FTP site where press can download them upon request.