

# A LITTLE BIRDIE TOLD ME



# AUGUST 20-22 2019

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

## Press Release Tips / Template SuperZoo 2019

Take advantage of the SuperZoo 2019 digital press room. Follow these guidelines and the template at the end of this document to create a professional press release that will attract attention to your product and booth at SuperZoo 2019. When submitting your release, please follow these official guidelines:

- Releases must be under 1 MB
- Releases must be sent as a single PDF document
- Releases should focus on a product and should not be ads
- SuperZoo exhibitors are allowed one upload per company

Please send your release to [angela@mdg.agency](mailto:angela@mdg.agency) for upload into SuperZoo's digital pressroom. Releases that do not meet the above guidelines will not be posted.

### **A few basic tips before you begin.**

- Keep the total length of your release to two pages or 400-500 words
- Avoid using "I", "we" or "you" • Use a standard font, such as Times New Roman or Helvetica in either 10 or 12-point size
- Body text should be single spaced, with one line of space between paragraphs
- If possible, include images either embedded within the release or as attachments
- Use standard, one-inch margins
- Make sure to proof read!

You can review approved SuperZoo exhibitor releases in the SuperZoo digital pressroom and digital pressroom archive.

### **How to write the perfect press release.**

**Press Release Must-Haves.** You probably know you need to include the date, contact information, company logo, photos and a boilerplate description of your company. Take it one step further and try to tie the significant, newsworthy content of your release to industry trends or news.

**Be Different.** Many companies submit releases in the same format, so consider presenting your information in a different way, such as on a USB drive left in the press room. Several companies have enjoyed immediate results with this clever tactic.

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**Social Media Is Your Friend.** Use social media as a starting point for outreach. Social media's quick-read format allows you to entice reporters to read your news release with brief, interesting descriptions and embedded links.

**Anticipate Questions.** Today's trade media are stretched thin and have little time for follow-up. Try to brainstorm questions they may ask ahead of time and answer them in the body of the release so they have the full story and can simply "plug and play." The tighter the writing and the more thorough the information provided, the greater the likelihood the reporter will respond.

**Include Multimedia.** Media professionals have come to expect photos and videos — which are especially critical to telling a comprehensive story when promoting a product. Make sure to include them!

**Be SEO Savvy.** Instead of only loading SEO-friendly keywords into the release, it's important to incorporate industry-specific phrases to best reach reporters who are hungry for your message.



**INSERT COMPANY LOGO**

**FOR IMMEDIATE RELEASE:**

TBD, 2019

**CONTACT:**

NAME PHONE EMAIL

**INSERT HEADLINE**

**TIP: Grab readers' attention with clear, easy-to-read language clearly communicating the release's content; headline should be 80-170 characters, BOLD and centered.**

**INSERT CITY, STATE—**

TIP: The first paragraph should include: who, what, when, where, why and how. Give the reporter the facts they need up front.

**INSERT PARAGRAPH ABOUT THE COMPANY**

TIP: Use short, succinct sentences to provide background and context to support the facts introduced in the first paragraph.

**INSERT QUOTE FROM COMPANY**

TIP: This should be from the top spokesperson at the company (owner, president, CEO, etc.) and explain the 'why' behind exhibiting or unveiling a product at SuperZoo.

**INSERT SHORT PARAGRAPH TO SUMMARIZE AND WRAP UP**

TIP: Be sure to conclude with instructions on how the reporter / reader can find additional information; always include a hyperlink to the company website and a phone number. For more information about SuperZoo 2019: [www.superzoo.org](http://www.superzoo.org).



## **About INSERT COMPANY NAME**

TIP: The boilerplate is a short, factual paragraph describing what your company does. This can be 'evergreen' and inserted at the end of every press release.

## **About SuperZoo**

SuperZoo boasts the most buyer participation of any trade show for the pet retail industry in North America. SuperZoo provides pet retail and industry professionals with leading-edge education access to the most comprehensive array of market-ready products and a hands-on experience for retailers to competitively differentiate themselves. For the eighth consecutive year, SuperZoo has grown in exhibitor space and square footage and has been listed among *Trade Show Executive's* "Gold 100" trade events since 2014. Produced by World Pet Association (WPA), the show attracts more than 10,000 retailers, product suppliers and service providers at this must-attend annual event.

SuperZoo 2019 will be held at the Mandalay Bay Convention Center in Las Vegas, August 20-22, 2019, with conference sessions August 19-22. For more information: [www.superzoo.org](http://www.superzoo.org).

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