

sensors expo & conference

GUIDE TO A SAMPLE PRESS RELEASE

Things to keep in mind when writing a press release:

- For Immediate Release tells the reporter that the news can be used when they receive it. If the news is to be held or embargoed, put a specific date as to when the news can be released.
- A contact name with a phone and email must be included. If the news is being released from the Show, put a local number or cell phone number and make sure to include the booth number.
- The dateline should include the date and location (Rosemont, IL, if the news is being released during the Show)
- The lead needs to be compelling and grab the readers attention, and include the most important information such as who, what, where, when and why.
- Sentences should be about 25 words long. Write clearly and concisely, avoid wording that might confuse the reader.
- End the release with ###, centered at the bottom of the page.
- If a release is on two pages, write –more- at the bottom of the page, and put a header on the top of each page.

See the following page for a sample press release. Fill in all the sections in italics. For additional information or assistance in writing a strong press release contact Amy Riemer at 978-475-4441 or via email at amy@riemercommunications.com

COMPANY LOGO

FOR IMMEDIATE RELEASE

For further information, Contact

Contact Name

Company Name

Telephone Number

Email Address

**(NAME OF EXHIBITING COMPANY) TO EXHIBIT AT SENSOR EXPO & CONFERENCE –
THE LEADING SENSOR EVENT IN NORTH AMERICA –
TAKING PLACE IN ROSEMONT, IL June 7-9, 2010**

(Description of products/services) to be Showcased at This Leading Industry Event

City, State – Month Day, 2010 – (Company Name and one line description) will participate as an exhibitor at the Sensors Expo & Conference taking place June 7-9, 2010 at the Donald E. Stephens Convention Center in Rosemont, IL in **Booth <#>**. (**Describe products/services to be showcased at event or other pertinent information such as sponsoring, speaking, etc. taking place.**)

Sensors Expo is dedicated to exploring the most up-to-date innovations in sensor technology including physical sensors, sensor networks, biosensors, Energy Harvesting, MEMS/Nanotechnology, instrumentation & controls, intelligent systems, machine-to-machine communication, wireless sensing and IT technology. Sensors Expo & Conference identifies cutting-edge trends, explores them in an information-packed conference program, and reflects those trends throughout the exhibit floor with new product announcements, technology focused tours, and a showcase of hundreds of products and services.

Add paragraph about company's products and services being showcased

Add quote from exhibiting company executive

About (Company Name)

(Boilerplate paragraph about your company)

About Questex Media Group, LLC.

The Sensors Expo & Conference is produced and managed by Questex Media Group, LLC, a global, diversified business-to-business integrated media and information provider, headquartered in Newton, MA. For information, visit www.sensorexpo.com.

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