



## Chem Show Exhibitor Press Release Guide

This template can be used as a guide to develop and organize a press release regarding your participation at the Chem Show.

When writing your press release, we recommend including the following information about your participation in the Chem Show:

- Your booth number and what you will offer at your booth, whether it be a demo, press event, informal briefings, etc.
- If you are hosting or participating in any other activities at the Show, such as the Seminar Program
- The date and location of the Chem Show (the Chem Show will be held at the Javits Center, New York, Oct. 22 to Oct. 24, 2019)

For some tips on writing a press release for a trade show, read this article from PR Newswire, "[6 Tips for Trade Show Press Releases.](#)"

If you have additional questions about what to include in your press release, would like the Chem Show to review your release, or would like your release posted to the Chem Show website, contact the Chem Show public relations contacts, Adrian Loth ([adrian@chemshow.com](mailto:adrian@chemshow.com)) and Nicole Bush ([nicole@chemshow.com](mailto:nicole@chemshow.com)).

### **Insert:** Press Release Headline

**Insert:** CITY, State, Date of press release announcement –

Tip: The date line city and state should be the location where you're issuing your news from. If you're issuing ahead of the event, this likely would be where your business is headquartered. If you're issuing at the event, this would be the location of the event, New York.

Example: **SAN FRANCISCO, Calif., March 3, 2020 –**

**Insert:** Lead paragraph – the "news"

Tip: For the first paragraph, give the reporter the facts they need up front. This should be information that answers "what is the news?" and "why are you writing this announcement?"

Example: [COMPANY NAME] announced today it will [provide a demo; exhibit at booth ###; etc.] at the 2019 Chem Show, being held at the Javits Center, New York City, Oct. 22 to Oct. 24, 2019.

**Insert:** Paragraph about the company

Tip: Provide background and context to support the facts introduced in the first paragraph.  
Example: [COMPANY NAME] provides [type of service or products, industry expertise, etc.] for [specific industry or stakeholder group].

**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 the Chem Show.

Example: "With more than 5,000 attendees, the Chem Show provides a great opportunity to get our best-in-class products in front of engineers, plant managers and other CPI personnel looking to optimize their plant operations," said [SPOKESPERSON NAME, TITLE]. "This year we are highlighting [PRODUCT/SERVICE], which provides [BENEFITS RELATED TO CHEM SHOW AND/OR CHEM SHOW ATTENDEES]. Attendees can get a demo of [PRODUCT/SERVICE] by visiting us at [BOOTH NUMBER] during the event."

**Insert:** Short paragraph to summarize and wrap up

Tip: Provide links to resources or instructions on how the reporter/reader can find additional information.

Example: For more information about [COMPANY NAME, products, services, upcoming demo, etc.] visit [insert relevant links and short description of links].

**Insert: About COMPANY NAME**

Tip: Insert your company's boilerplate, or a short, factual paragraph concisely describing your company. This is typically 'evergreen' (or, always true and applicable), and inserted at the end of every press release. Also consider including your company's website and social media links if applicable.

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Tip: Insert three hash marks to indicate the end of your announcement.

**Insert: Contact**

Tip: Include contact information, including a name, phone number and/or email address for potential press or sales inquiries.