

**ATTENTION:**

**If you are not the person who handles your exhibition marketing, please provide this entire section to the person who does – this information is extremely valuable and time-sensitive!**

In this section, you will find important information and deadlines so you can effectively promote your company's presence at the premier showcase for public transportation – APTA's EXPO. If you have any questions regarding this section, please contact [marketing@APTAEXPO.com](mailto:marketing@APTAEXPO.com).

**SHOW DIRECTORY LISTING DEADLINE**

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As an EXPO exhibitor, you receive a free listing in the online exhibitor directory as well as the printed EXPO Show Directory. Some information about your company is already listed in the online exhibitor directory, but you need to update and complete your listing information for the printed Show Directory. The deadline for inclusion in the printed EXPO Show Directory is **August 4**.

**SPONSORSHIPS**

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The information for available sponsorships is included behind this tab or on the website at [APTAEXPO.com/sponsor](http://APTAEXPO.com/sponsor). For sponsorship assistance, please contact Christine Frye at [cfrye@ntpshow.com](mailto:cfrye@ntpshow.com) or 703-683-8241.

**EXHIBITOR VIDEO CONTEST**

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If you had just 45 seconds to tell EXPO attendees why they should visit your booth, what would you say? New this year, we challenge exhibitors to get creative and in 45 seconds or less, *convince* EXPO attendees why your company should be on their list of "must-see" exhibitors at EXPO 2017. Submit your video by **August 24**.

**TIPS FOR EFFECTIVE EXHIBITING**

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Check out the tips included behind this tab for helpful ways to ensure you get the most out of your exhibiting dollars.

**SOCIAL MEDIA TIPS**

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Social media is here to stay! Stay connected with the industry using the simple tips in this section.

**MEDIA RELATIONS CONTACT**

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Make sure your company's media relations contact is included in the EXPO 2017 database. The information you provide will enable the EXPO public relations team to get in touch with the proper spokesperson at your company with specific PR campaign details and requests that will allow us to include your company in the overall PR effort for APTA's EXPO 2017.

**MEDIA RELATIONS TIPS**

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Learn how to effectively communicate your company's presence and products/services to the local and national media. Plus, check-out the handy list of "do's" and "don'ts" when working with the media.

**PRESS RELEASE SAMPLE**

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Use this press release sample to create your own company press release about the products and services you will be showcasing at APTA's EXPO 2017.



## APTA'S EXPO 2017 – SHOW DIRECTORY

**Printed Show Directory Listing Deadline: August 4, 2017**

As an APTA's EXPO exhibitor, you receive a free listing in the online exhibitor directory as well as the printed EXPO Show Directory. Some information about your company is already displayed in your online exhibitor listing. To ensure accuracy and inclusion in the printed Show Directory, please update and complete your listing no later than **Friday, August 4, 2017**.

Some of the information you provide in the online exhibitor profile will be printed in the Show Directory, which is distributed to all EXPO attendees onsite. If you do not update your listing, we will assume you did not need to make changes, and information displayed in your online listing will be printed in the Show Directory. Please note that some of the items you provide online are **not** included in the printed Show Directory. We cannot guarantee inclusion in the printed Show Directory after **August 4, 2017**.

### **SUBMIT YOUR INFORMATION**

1. Go to [www.APTAEXPO.com/exhibitor\\_login](http://www.APTAEXPO.com/exhibitor_login).
2. Login with the password that was sent to you in your booth confirmation email and invoices.  
(Please remember to use all capitalized letters.)
3. Click on the "Edit Booth Info" button.
4. Fill in all blank fields and verify all existing information.  
**Note:** Your company description is limited to 500 characters or less (about 50 words).
5. Check boxes next to your company's product categories, selecting a maximum of 5 product categories.
6. When complete, click "Save" at the bottom of the page and scroll to the top to check for any errors.
7. **Remember:** Information for the printed EXPO Show Directory will be taken directly from your online listing!

### **QUESTIONS?**

Email Deneen Pratt, APTA EXPO's Sales & Event Services Representative, at [exhibitor@APTAEXPO.com](mailto:exhibitor@APTAEXPO.com) or 703-706-8248 for assistance.

### **NOTE**

After August 4, 2017 you can update your online listing however, the printed EXPO Show Directory will be closed for changes. APTA and/or NTP reserves the right to edit copy.



## PROMOTE YOUR PRESENCE AT EXPO 2017 EXHIBITOR VIDEO CONTEST

If you had just 45 seconds to tell APTA's EXPO 2017 attendees why they should visit your booth, what would you say? We challenge EXPO 2017 exhibitors to get creative and in 45 seconds or less, convince EXPO attendees why your company should be on their list of "must-see" exhibitors at EXPO 2017.

Submit a video and it will be put before our judges – *the EXPO attendees themselves!*

### WHAT'S IN IT FOR YOU

The winning video will be featured prominently on the EXPO website and promoted to EXPO attendees via email and social media channels. You have the opportunity to stand out from other EXPO exhibitors and drive traffic to your booth for **FREE**. It's a Win-Win – with all the extra views and visibility your video will receive, you're a winner either way!

### SUBMISSIONS

[Submit your video here](#). All submissions will be posted to the [APTA YouTube Channel](#) and to a designated page on [APTAEXPO.com](#). Everyone is able to vote by clicking the "thumbs up," aka LIKE button, of their favorite video. Have fun, get creative and convince attendees that your booth is the place to be in October!

### CONTEST DATES

All videos must be submitted by **August 24, 2017**. After this date, all submissions will be posted on [APTAEXPO.com](#) and voting will officially start on **August 28, 2017**. Anyone can vote, so make sure to tell all your friends and customers to LIKE your video.

The winner will be the video with the most votes as of 5:00 PM ET on September 15, 2017. The winning exhibitor will be notified the week of September 18, and will then be promoted via social media and email.

### HOW TO ENTER

Create a video that is longer than 15 seconds, but no more than 45 seconds in length

Your video must include the show name, "APTA's EXPO," and your company name and booth number  
[Complete this form and submit your video here](#) by August 24, 2017.

Once your video is viewed to make sure it meets our contest requirements, it will be added to the [APTA YouTube Channel](#) and to [APTAEXPO.com](#) by August 28, 2017.

### JUDGING

Your target audience, EXPO attendees, will do the judging. Your submission will be posted on the EXPO website and APTA YouTube Channel for voting. Everyone is able to vote by clicking the "thumbs up," aka LIKE button, of their favorite video. Voting will end at 5:00 PM ET on September 15, 2017.

### ELIGIBILITY

All paid in full APTA EXPO 2017 exhibitors. Only one video per exhibitor accepted.

### ORIGINALITY & PERMISSION

Your video must be your original work and must not contain any third-party content or other materials (such as text, graphics, music, artwork or logos) which you do not have the right or license to use. Do not include any copyrighted content in your video unless (i) you own the copyright, (ii) you have permission from the rightful owner of the material or (iii) you are otherwise legally entitled to use the material and to grant APTA's EXPO a worldwide, non-exclusive, royalty-free sub-licensable and transferable license to use, reproduce, distribute, prepare derivative works of, and display the material in any form for any purpose.

By submitting your video you certify that you have the permission of anyone whose voice or likeness appears in the video to act as their agent in fact and license American Public Transportation Association (APTA) and its employees, agents, members, or contractors to use said voice or likeness for any purpose, in any medium. Additionally, you agree to indemnify APTA against any claim or suit filed in any forum against APTA, its employees, agents, members, or contractors, alleging any infringement of copyright, other intellectual property, or the rights of anyone whose voice or likeness appears in the video.

The video will become the property of APTA to be used for any EXPO promotional purposes. Furthermore, APTA reserves the right to refuse to display videos we deem inappropriate.

#### **WINNER NOTIFICATION**

The winner will be notified via email on or after **September 18, 2017**.

#### **CONTACT INFORMATION**

If you have any questions, please contact Ashley Deaton at [adeaton@ntpshow.com](mailto:adeaton@ntpshow.com) or 703-706-8237.

#### **TIPS WHEN CREATING YOUR VIDEO:**

- Be fun, be creative, be informative – **be memorable!**
- Provide entertaining content.
- Don't forget to mention APTA's EXPO and your booth number... and the #APTAEXPO tag if you wish!
- Include your company's name and URL in the video.
- Once it's posted online, share it via email and on your own social channels.
- Use the YouTube "share" function and embed the video on your company website.



## PROMOTE YOUR PRESENCE AT EXPO 2017 TIPS FOR EXHIBITING

*Congratulations* on your decision to exhibit at APTA's EXPO 2017. You've made a wise investment that can pay your company significant returns – if you execute properly. Your Exhibitor Services Manual contains much of the information you need to execute the logistical side of your exhibit. Please read it carefully.

Executing logistics only helps ensure that your exhibit and products show up. It doesn't ensure you will get any meaningful results. Here are 10 strategic tips to help your company get more from your investment in EXPO 2017.

### 1. **Get Buy-In and Support:**

Communicate with your management, sales, product development and marketing departments at least six months before show time to identify what *specifically* they would like to accomplish through your exhibit.

### 2. **Set Specific Show Objectives:**

Encourage each department to convert reasons like "capture leads" to goals like "capture at least 50 qualified leads" and then to develop an action plan of what they need to do to make it happen. Lead retrieval units can be ordered to help you organize and track your leads. This form is located in the *Utilities & Additional Services* section of the manual.

### 3. **Identify Your Target Audience:**

Ask sales/marketing to identify your ideal visitor by type of organization, job function/title and geography. Then, assemble target visitor lists using internal sources and invite them to the show.

### 4. **Use High-Impact Pre-Show Marketing:**

Create a highly visible, multi-pronged marketing campaign to touch your ideal visitors at least three times before the show opens. The goal is to get on their agenda or "*must-see*" list.

### 5. **Create an Exhibit Experience:**

The average attendee will only visit select exhibits; will your exhibit be one of them? Make sure it is by answering this question: "*What do you want your ideal visitor to experience at your exhibit?*" Then, design an exhibit that is eye-catching, open and inviting. Make it comfortable. Make it interactive versus static. Create an experience worthy of an attendee's time.

### 6. **Prepare and Train Your Staff:**

The difference between a show as an investment or expense is the people staffing your exhibit. Prepare your staff in advance by communicating show goals and plans. Give them pre-show assignments. Always conduct a pre-show meeting at the venue. And, finally consider providing exhibit staff clear goals before arriving at the venue.

### 7. **Measure Your Progress Daily:**

Create a simplified scorekeeping system to measure and record your results. Do it daily and report to your team each day and then again at the end of show.

### 8. **Capture Better Leads:**

Design a custom lead form that helps your exhibit staff elicit and capture the best information from visitors. Not just general contact information, but opportunity and sales advancing information. Then, integrate the form with EXPO's lead retrieval machine.

### 9. **Create Follow-Up Accountability:**

An *Expo Trends* study found that 87% of leads are never followed up. Design and implement a "closed-loop" lead management system that provides an easy lead progress reporting procedure.

### 10. **Measure and Report Results:**

For each specific show objective set, determine in advance the metrics you will use to measure results. Then be sure to report the progress you made to people who need to know about it!



## PROMOTE YOUR PRESENCE AT EXPO 2017 SOCIAL MEDIA TIPS

Social media is an effective and FREE way to promote your presence at #APTAEXPO. A strong presence helps build your opt-in marketing lists, be on the list of “must-see” companies, create product awareness, generate buzz around new products, drive sales leads, identify your company’s brand champions, accelerate the sales cycle and deepen your relationship with customers.

Start with outlining the goals for your social media marketing efforts and identify the metrics of success. With specific goals defined, you can leverage social media to expand your tradeshow marketing efforts.

- **Be Active on Facebook**

Facebook offers a very powerful platform on which to build a presence. If you’re not already active on Facebook – get started. Create a business page for your company. This allows proponents of your business to interact and to “like” your company — expanding the presence of your business. Once you’re on Facebook, “like” and post on APTA’s Facebook page, [www.facebook.com/AmericanPublicTransportationAssociation](http://www.facebook.com/AmericanPublicTransportationAssociation), and promote your booth presence to APTA followers.

- **Join the Conversation on Twitter**

If you haven’t already, sign up for Twitter and create an account for your business. Search for the names of your competitors to learn how they’re using it. And don’t forget to search for your business name – your customers may already be tweeting about you! Tweet about your booth at EXPO using the [#APTAEXPO](https://twitter.com/APTAEXPO) hashtag and follow APTA on Twitter [@APTA\\_info](https://twitter.com/APTA_info).

- **Post on LinkedIn**

LinkedIn encourages your customers, clients or vendors to give you a “recommendation” on your profile. Recommendations are useful because they’ll make you and your business more credible with new customers. Create LinkedIn groups that focus on topics of interest in your industry.

- **Blogs**

Blogs start with great content. Decide on a focus for your blog, and write interesting content that your customers will enjoy. Participate on other blogs as well, by commenting or asking questions. Blogs allow you to build a reputation and establish your credibility to new audiences.

- **Practice What You Preach**

If you are going to work with social media, be involved in social media. Get engaged so you understand the culture, tone, best practices and protocol.

- **Be Yourself**

Readers can see through marketing talk. Be passionate about what you do and let that show through your personality. Let people see you as a person, not a mouthpiece.

- **Post Frequently**

It’s a lot of work, but do not post to your blog or a social network page then leave it for two weeks. Readers won’t have a reason to follow you if they can’t expect new content regularly.

- **Add Value**

Share tips, tricks, show specials and insights. Everyone’s time is precious. Make listening to you worth a current or perspective customer’s time.

- **Respond**

Answer questions; thank people, even if it’s just a few words. Make it a two-way conversation.

- **Be External**

You don’t have to be 100% internally-focused. Link to other blogs, videos and news articles and re-tweet compelling comments, stories, articles, etc.



**PROMOTE YOUR PRESENCE AT EXPO 2017  
PROVIDE YOUR MEDIA RELATIONS CONTACT**

Please provide the EXPO 2017 media relations team with the contact information for the person handling media inquiries for your company (your company’s spokesperson or communications contact). This information assists Show Management with the overall promotional efforts for EXPO 2017. *Work on the EXPO 2017 media relations campaign has already begun; please provide information as early as possible.*

Complete the below information and return by email to [maryellenakins@gmail.com](mailto:maryellenakins@gmail.com).

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- 1. Please enter the name of your company as it should appear when being publicized as an EXPO 2017 exhibitor:**

\_\_\_\_\_

- 2. Please provide the contact information for the person handling the media relations effort related to your exhibit at EXPO 2017:**

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

- 3. Please indicate your company’s media focus area for EXPO 2017 (select one):**

- Security
- Safety and Emergency Preparedness
- Energy Efficiency
- Environmental Sustainability
- Accessibility (ADA-Compliance)
- Mobility Management
- Other, please specify: \_\_\_\_\_

4. Please provide a 50 word or less narrative of your presence at EXPO 2017:

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## PROMOTE YOUR PRESENCE AT EXPO 2017 PUBLIC RELATIONS TIPS AND BEST PRACTICES

Make the most of your investment to attend APTA EXPO 2017 – public transportation’s premier showcase. We will conduct extensive media and social outreach for APTA EXPO before, during, and after the show. If you are launching new products at APTA EXPO where national, regional and trade media interested in your company news will be covering the event, you will want to take advantage of all the opportunities, tips and tools at your disposal.

We’ll see you in Atlanta. It’s going to be great show!

### KEY CONTACTS

#### Public Relations & Social Media

Akins Consulting LLC

[Mary Ellen Akins](#)

540-229-4505

### TIPS TO MAXIMIZE YOUR PUBLIC RELATIONS AT APTA EXPO

Here are some important – and easy – suggestions to get started promoting your presence at EXPO:

- **Media Advisories and News Releases:** Use product or service innovations to capture media attention in a media advisory and/or news release to industry publications, relevant local media in your area and in the Atlanta area.
  - Before EXPO, share a media advisory that teases your participation at EXPO, products to be revealed and any events to be held.
  - Then, prepare a news release and media kit that details new product introductions or other company news.
  - Bring electronic copies of media kit and news releases to the onsite Media Room at EXPO.
- **Photography** often drives the decision on what products are featured in the media. Include high-res, downloadable images in your media kit and be prepared to share them with media.
- **Follow APTA** across all **social media platforms**, especially Twitter and Facebook. Share EXPO information through your company’s own social media sites using the hashtag: #APTAXPO2017
- **At the show**, assign a designated media spokesperson for your company and keep media kits/releases at your booth. Also, communicate any planned events to APTA EXPO’s PR team to ensure your events are on the show’s media calendar.
- **After the show**, follow up with media who attended APTA EXPO and follow up with your news and information. On your blog and social media channels, recap the show and share any news that developed over the course of the show.

### BEST PRACTICES: WRITING NEWS RELEASES

News releases are compelling tools to communicate information with media. Using the following tips, you can more effectively share your information:

- Use **company letterhead** and identify a **designated contact** (Name, phone, and/or email).
- Include a **date** that indicates when information may be used. Suggested phrases to use include: “FOR IMMEDIATE RELEASE” or “FOR RELEASE ON (DATE).”

- Offer a **compelling headline** that summarizes the overall content, and emphasizes what is new and different.
- **Provide a lead paragraph that gives a strong summary of the news**, and answers to the five basic questions: **Who? What? Where? When? Why?**
- Follow the lead paragraph **with two or three supporting paragraphs** that elaborate on the points made in the lead.
- Include a **quote or comment from a company executive** to reinforce the lead paragraph.
- Optimize content for **key words** and include **links to your website and social media pages**.
- Conclude with a **boilerplate paragraph** that should include basic facts about the company.

#### **BEST PRACTICES: SOCIAL MEDIA ENGAGEMENT**

Social media channels are powerful communication tools and can help to amplify your news and what is happening at your exhibit. Use APTA EXPO's social media channels to your advantage.

- **Like and follow APTA on social media** to stay connected to the latest from APTA and promote your involvement at the show to your fans and followers.
- **Share posts from the APTA's channels regarding EXPO** with your networks. Click "Share" on Facebook, or "Re-tweet" on Twitter.
- Post news about your APTA EXPO exhibition, new products, special events and other announcements. **Make sure to use the hashtag: #APTAEXPO2017** so that we can help spread the word.
- **Promote your booth activities through your social media channels, using the hashtag #APTA EXPO2017.**
  - **Send a schedule of your booth activities to the APTA PR team.** This will help us promote you efficiently.
- **Even after the show, check back** at the APTA EXPO social media handles for new information that you can share with your own social media pages.
  - **Send us your updates!** Our team will be looking for news, photos and videos captured by your teams during the show. **To be included in our post-event social media coverage, email this content to [maryellenakins@gmail.com](mailto:maryellenakins@gmail.com).**

#### **BEST PRACTICES: ONSITE MEDIA ROOM & MEDIA KITS**

While onsite at APTA EXPO, journalists and bloggers have access to a designated work space off the show floor. As many members of the media take advantage of this exclusive space, we encourage exhibitors to leave their materials in this room for additional media exposure. Exhibitors may drop off media kits in person by visiting the **Media Room** during pre-show buildup or the morning of the opening day of the show.

- Supply the media room with 15-25 copies of materials. Electronic media kits (hosted online or loaded onto USB flash drives) are recommended and preferred by media and typically contain:
  - **News release(s)** announcing what the company is introducing or spotlighting at APTA EXPO
  - **Product images:** Digital image files that are 300 DPI higher
  - **Fact sheets** on new product and service launches
  - **Company history** or background information
  - **Bios** of prominent company executives
  - **Contact information** should there be questions of need of more information
- Plan to pick up any remaining media kits by 2:00 p.m. on October 11, 2017.

### **BEST PRACTICES: MEDIA RELATIONS AT YOUR BOOTH**

APTA EXPO attracts a number of international and domestic media that actively walk the show floor to visit with manufacturers and see the new products firsthand.

- Media have limited time for each manufacturer. Before the show, prioritize the products you want showcase and the information you want to share.
- Coordinate time with targeted media at your booth in advance, as possible.
- Have all staff in the booth watch for registered media badges. Designate one person to be the company's media contact and direct all media to that representative.
- In addition to stocking the APTA EXPO Media Room with your materials, keep a number of media kits available at your booth.

### **BEST PRACTICES: NEWS CONFERENCES & EVENTS**

News conferences or media events are great ways to communicate groundbreaking announcements to the media attending the show. If your company plans to stage a news conference or host a news event, please advise our PR team for assistance with scheduling, bookings, and other details. APTA EXPO will manage a master schedule to try to avoid conflicting news conferences or events, and allow all attending media the opportunity to attend.

- **Invite media targets to the news conference at least four weeks in advance.** Follow up to re-confirm attendance.
- To successfully attract the media to an event, make sure you are offering something of value: news, trends and/or insights. In your invitation, **tease the announcement** but do not give away all details. You want the media to attend!
- Have **presentation visuals available as handouts.** Media kits should also be distributed.
- Designate a knowledgeable spokesperson to lead the conference and make the official announcement.
- Have a **sign-in sheet** to log attendance. This will also be helpful for post-show follow-up with media.
- **Limit your news conference to 15-30 minutes**, allowing 10-15 minutes for your announcement/presentation and 10-15 minutes for questions.

### **BEST PRACTICES: WORKING WITH THE MEDIA**

A goal of media relations is to be seen as a trusted source of information. When trying to gain the interest of the media, here are some do's and don'ts to keep in mind:

- **DON'T** just subscribe to the "send-it-to-everyone" mentality. Quantity doesn't necessarily equal quality. **DO** find out who the most appropriate reporter is at the media outlet you are targeting. Most likely it will be the transportation, mass transit, automotive, community or features writer, but in smaller markets it could be the news editor or managing editor.
- **DON'T** call reporters just to see if they got your press release. **DO** call if you can offer more information that might be helpful and position **yourself as a resource.** Remember that if you don't know the answer, offer to find out.
- **DON'T** ignore deadlines. **DO** be sensitive to reporters on deadline. When calling a reporter, first ask if they have a few minutes to speak with you. Be prepared to explain what APTA EXPO is and the value proposition of your call in less than a minute. Note, many print reporters begin feeling deadline pressure in the late afternoons.

- **DON'T** forget the visuals. **DO** mention any photo or video opportunities and that you are open to helping a photographer get the best shots. If a news outlet decides to send a photographer, you should be on hand to answer any questions or to help him/her gain access and make sure you get them the complete names and titles of those in the photograph.
- **DON'T** prematurely ask, "When are you going to run my story?" or "How long will the story be?" Reporters are at the mercy of editors and often won't have immediate answers. **DO** follow up and inquire if you can help get more information to round out the story. At that point, an editor or writer may be able to tell you more about when and how a story may run.



## PROMOTE YOUR PRESENCE AT EXPO 2017 EXHIBITOR NEW PRODUCT QUESTIONNAIRE

In addition to an aggressive media relations and social media efforts, APTA EXPO will prepare a media kit for distribution to media during and after the show. It will include information on the latest trends in public transportation with highlights of related new and innovative products at the show. All materials submitted by exhibitors for APTA EXPO news releases will be considered for inclusion in this media kit.

- If you would like your company’s products, services or announcements to be considered for inclusion, please complete the Exhibitor New Product Questionnaire.
- Deadline for submitting materials is **August 1, 2017**.

### EXHIBITOR NEW PRODUCT PREVIEW QUESTIONNAIRE

1. Name of new product or service

2. Briefly describe in approximately 300 words some of the details of your new product or service and what makes it unique and/or newsworthy. Also include a media release or brochure as available.

3. Submit photos if available. The standard requirement for print publication is in digital format (jpeg or tiff, 300 DPI or larger).

4. Please indicate your company’s media focus area for EXPO 2017 (select one):

- Security, Safety and Emergency Preparedness
- Energy Efficiency
- Environmental Sustainability
- Accessibility (ADA-Compliance)
- Other, please specify: \_\_\_\_\_

5. Complete this form

Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

PR Contact Name & Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Country: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

I authorize APTA EXPO and Akins Consulting LLC to use my submitted materials for the purpose of promoting my participation in APTA EXPO 2017.

\_\_\_\_\_



## PROMOTE YOUR PRESENCE AT EXPO 2017 SAMPLE PRESS RELEASE

[Your Logo Here]

**For Immediate Release** [Date]

**Contacts:** [Your company/organization's media contact and phone]

**[Your Company/Organization] Showcases [Insert Lead Product or News Announcement] at Gathering of Public Transportation Industry Leaders**  
*[Insert relevant subhead]*

**[Your City, State] [Date of release]** – [Your company/organization] is showcasing [insert specific technology/product/announcement] at APTA EXPO 2017 coming up October 9-11, 2017 in Atlanta, GA. EXPO is public transportation's premier showcase of technology, products and services. [Insert a few sentences of supporting text illustrating the significance of your technology/product/announcement. TIP: Try to answer the questions: Why is this new? What makes this different from previous technology/products/announcements? What might be the effect on the industry?] [TIP: Try to tailor to the locality you are sending this to or to the beat the reporters cover].

"[Insert quote supporting announcement/product information]," said [insert spokesperson's name], [spokesperson title]. "[Quote could also be a general representation of direction of organization demonstrated by announcement/product." TIP: If you are making more than one announcement/debut try to link both with this quote]

In addition to this exciting news, [Your company/organization] recently introduced [insert second technology/product/announcement if applicable]. [Again insert a few sentences of supporting text. TIP: Rank your technology/products/announcements by importance to the industry].

– More –

[Include this at the bottom of the page if your release is longer than one page]

**About [Insert your company /organization boiler information here]**

### **About APTA EXPO 2017**

Held every three years in conjunction with the American Public Transportation Association's (APTA) Annual Meeting, EXPO is public transportation's premier showcase of technology, products and services. More than 12,000 industry professionals are expected to attend to see and experience the latest innovations on display by the 800+ global exhibitors. Additional information about APTA EXPO 2017 is available online at [APTAEXPO.com](http://APTAEXPO.com).

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[Use this to signify the end of your release]