

CATALOGUE ENTRY & TRADE SHOWS TIPS



350 WORDS

Your show preview should be around 350 words long



WRITE ABOUT THE MOST IMPORTANT THING

Write about the most important thing you will be communicating at the show. You're writing news, so the most

important content goes at the top. Journalists cut from the bottom, so if they remove the last paragraph, the rest of the text should still work on its own

WHO, WHAT, WHEN, WHERE AND WHY

Always include the who, what, when, where and why in your first sentence. The 'how' should be included in your **first paragraph**



INCLUDE A PICTURE THAT ILLUSTRATES YOUR STORY

It should be 300 DPI for print publication



Your Second And Third Paragraphs Should Contain Technical Details About Your Product Or Service

INCLUDE A QUOTE

Include a quote in your fourth or fifth paragraph

Here are our top tips for writing an effective quote:

- **Don't use jargon** - make it sound human
- The quote should **develop the story** - not just comment on it
- **The quote should make sense if read in isolation** - journalists may use it in their own show preview
- **Avoid overused cliches**, such as "we are excited..." or "we are proud..."





YOUR SECOND PARAGRAPH

Your penultimate paragraph should contain additional, non-critical information, such as product options, catalogues or technical documents



THE LAST PARAGRAPH

The last paragraph is the home of your call to action. The call to action should be specific - not just a link to the website

USING SOCIAL MEDIA AT TRADE SHOWS



Do your research before the show to find people you'd like to meet



At the show, mention a company on social media if they visit your stand. This gives you an extra touchpoint



If someone gives you their business card, don't forget to connect



Use the show's hashtags for extra exposure
#EMCUK

IF A JOURNALIST VISITS YOUR STAND

- **Journalists might visit your stand** for information that they will include in their post-show review
- Make sure someone has been briefed on which products to highlight. **Greet them right away**
- **Ask** if they need extra images or quotes
- **Give them a business card** for follow up questions or **connect with them** on LinkedIn