



Gain Media Coverage For Your Company

A positive news story about your company can be equivalent to thousands of dollars in advertising. IAAPA has free resources to help you generate positive media coverage for your company, rides, services, and products!

IAAPA Attractions Expo 2010 offers exhibitors a great opportunity to showcase new products and services to the press. Here's how:

- Send a press release, media kit, or a brief paragraph to the IAAPA Communications Team ahead of time, to tell us about your latest news and new products or services, so we may consider including it in our “pre-pitch” of the show in October and early November. Information can be sent to the IAAPA Press Office at pressoffice@iaapa.org, via fax +1 (703) 836-2824, or via mail to IAAPA Press Office, 1448 Duke Street, Alexandria, VA 22314 USA. Remember: the press will be most interested in products or services that are new, interesting, or different.
- Plan to bring 25 press kits with you to the show, and bring them to the Press Office in the OCCC (Room S230A), where they will be available to the press.
- Starting in mid October, feel free to call the IAAPA Press Office at +1 (703) 299-5127 to request a copy of the media pre-registration list. The list will include contact information for all the reporters registered for the show. Using the list, you can send out invitations, press kits, or other information to encourage the press to stop by your booth and/or include your product information in the stories they produce.
- If you have strong local media contacts in your city or region, pitch them as well. Tell them you are going to be exhibiting at the largest trade show for the worldwide attractions industry. Invite them to contact the IAAPA Press Office for more information about the Expo or the industry..

News from IAAPA Attractions Expo is often featured in national and international consumer, business, and trade publications and on a number of broadcast outlets. Don't be left behind. Let us help share your news and generate coverage for your company.

If you have any questions or you are unsure of how to maximize coverage for your new product news, contact the IAAPA Press Office at +1 703/299-5127 or pressoffice@IAAPA.org.