



MEDIA EXPOSURE GUIDE

2020

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Media Exposure Guide

As of June 15, 2020

The IAAPA Press Office invites you to share your company's news with trade and consumer media who cover IAAPA Expo. These exclusive media opportunities are available to Expo exhibitors. This guide will help you understand how to share and amplify your company's news beyond the trade show floor.

Please note: As plans are underway, additional details including additional safety precautions, will be communicated to exhibitors and posted to IAAPA.org leading up to the Expo. Press Office operations and activities are subject to change.

Why is media exposure at IAAPA Expo important to my business?

Media exposure at IAAPA Expo helps share your company's brand, services, and products with global attractions professionals and journalists who cover the Expo. This exposure can lead to potential new customer leads, increased sales, brand awareness, and positive publicity for your company.

What media outlets cover IAAPA Expo?

Major attractions industry trade publications including *Funworld, Amusement Today, Aquatics International, Attractions Management, Bloolooop, Euro Amusement Professional, InterGame, Kirmes Park Revue, Park World, RePlay, Vending Times*, and more, extensively cover IAAPA Expo. In addition, leading business and consumer media outlets from around the world attend Expo to learn what's new in the attractions industry. IAAPA Expo has been covered by *The Associated Press, BBC, CNN, Fox News, Los Angeles Times, Orlando Business Journal, Orlando Sentinel, Reuters, Travel Channel, USA Today*, and more.

How can my company take advantage of the media opportunities IAAPA Expo provides?

IAAPA Expo is THE place to unveil what's new in the attractions industry — and you can be part of this by announcing your company's exciting new developments and innovative products. Additional details and instructions on how to take advantage of these opportunities can be found on page 5. Opportunities include:

- **Press Conferences:** Schedule a press conference to take place at the Orange County Convention Center during Expo to announce your new product or service.
- **Registered Media List:** Request the list of registered media pitch your news and your company ahead of Expo. Book interviews and schedule potential meetings. The list will be available Oct. 1, and again two weeks before IAAPA Expo starts.

- **“What’s New on the Trade Show Floor” Press Release:** Share your company’s new product information for inclusion in IAAPA’s annual [“What’s New on the Trade Show Floor”](#) press release.
- **Digital Booth Profile:** Upload up to two (2) press releases to IAAPA’s Online Exhibitor Press Room.

Recent exhibitors who hosted press conferences and benefited from participating in IAAPA Expo media outreach efforts include:

- accesso
- Amusement Products
- BeaverTails
- Daniels Wood Land
- Extreme Engineering
- Intamin Amusement Rides
- Martin & Vleminckx Rides
- Oceaneering
- Premier Rides
- Rides 4 U
- Rocky Mountain Construction Group
- Ropes Courses, Inc.
- Sally Dark Rides
- Skyline Attractions
- S&S Sansei Technologies
- TrioTech
- WhiteWater
- Zamperla

Is there a cost to participate?

The media exposure opportunities are **free** and exclusive to IAAPA Expo exhibitors. Contact PressOffice@IAAPA.org with specific questions.

What if we don’t have a Public Relations team or a lot of time to focus on this effort?

There are several ways exhibitors can make a splash at IAAPA Expo that don’t require a lot of time:

- **Registered Media List**
 - Use the registered media list to distribute your company’s press releases or media advisories.
 - After Oct. 1, contact PressOffice@IAAPA.org to request the Expo registered media list. It will be updated and re-distributed just before Expo.
- **Social Media**
 - Consider a social media post about your product or service and use the IAAPA Expo hashtag: #IAAPAE expo.
- **Partner with a facility**
 - Press conferences draw media attention for your business. By partnering with a park or facility, where your product will debut, you can unveil details and/or a ride car, or provide updated milestone information.

- Attractions often have the staff and resources available to help your team promote and facilitate your press conference.
- View past Expo press conference videos on [IAAPA's YouTube channel](#).
- **Brainstorm with the IAAPA Press Office**
 - The IAAPA Press Office can work with you to provide suggestions on how to best share your news during IAAPA Expo. Contact PressOffice@IAAPA.org to schedule a call with IAAPA's Global Communications Team.

My news must be kept confidential.

- The IAAPA Press Office will respect any request for confidentiality regarding your news. IAAPA will not make information regarding specific products debuting on the trade show floor or media events taking place at IAAPA Expo available if instructed not to do so.
- If necessary, IAAPA will sign a non-disclosure agreement with an exhibitor. If you would like to enter into a non-disclosure agreement with IAAPA, please fill out the document on page 14 and alert the IAAPA Press Office to discuss next steps.

Before IAAPA Expo

Share your latest announcement, product, or service with the IAAPA Press Office prior to IAAPA Expo. E-mail new product information, press releases, and images to PressOffice@IAAPA.org. If you plan to keep your product information confidential until it debuts at the Expo, we can work with you on its unveiling. All non-confidential information will be made available to media and attendees before and during IAAPA Expo.

Schedule a press conference

- **This year due to increased health and safety measures and capacity issues, exhibitors are not permitted to host press conferences in their booths. Press conferences will take place in another designated space at the Orange County Convention Center.**
- Holding a press conference is the best way to personally connect with reporters and promote your news.
- IAAPA will make an official schedule of press conferences available to media and attendees before and during Expo. Please note: IAAPA shares the schedule comprehensively and does not pitch individual press conferences to the media.
- To participate:
 - By Sept. 1, go to IAAPA.org/PCRequest to submit your request to schedule a press conference.
 - IAAPA will contact you in advance of Expo with your scheduled time so you can promote the event to the media.
- For guidance on how to conduct your press conference and make it as successful as possible, see IAAPA's Press Conference Best Practices Guide on page 9.

Inclusion in the “What’s New on the Trade Show Floor” press release

- IAAPA will send a press release before the show floor opens to all registered media previewing the new products and services being introduced at Expo. Please find 2019’s release [here](#).
- To participate:
 - Contact PressOffice@IAAPA.org with your company name, website, booth number, and a brief description (less than 50 words) of your product by Nov. 1.
 - If you are not ready to share your information due to product development or uncertainties before Nov. 1, but are interested in ways IAAPA can help promote your product, please contact the IAAPA Press Office to explore potential opportunities.

Request the registered media list

- The IAAPA Press Office will distribute the list on Oct. 1 and again just prior to Expo.
- Exhibitors may use the registered media list to distribute media advisories, press releases, and announcements to media members who have agreed to share their contact information.
 - For a sample media advisory and press release, see pages 10 and 11.
- Tips for communicating with journalists:
 - Always begin your communication with your most important news.
 - Include your company’s on-site contact information and let journalists know where to direct follow-up questions.
 - Be prepared to answer questions about your product and company.
 - Follow reporters and outlets most important to your business on social media.
 - Do not spam or harass members of the media with multiple emails.
- E-mail PressOffice@IAAPA.org and ask to receive the registered media list.

Post press releases to IAAPA Expo Digital Booth Profile

- Exhibitors may upload up to two (2) press releases to their IAAPA Expo digital booth profile.
- Press releases will be available to the media in IAAPA’s Online Exhibitor Press Room.
- To upload your press release:
 - [Log-in](#) to your Digital Booth Profile. If you don’t know your password, enter your company’s exhibitor contact e-mail address to have it sent to you.
 - Once logged in, click “Manage Press Releases” and enter the headline and body text of your release in the appropriate dialog boxes, then submit.

During IAAPA Expo

With dozens of consumer and trade media in attendance, IAAPA Expo is THE place to create news with global attractions professionals in attendance to see the latest innovations on the show floor.

Display your press materials in the IAAPA Press Office

- Exhibitors can display media kits, press releases, flash drives, and announcements in the IAAPA Press Office.
- A sample press release is available on page 12.
- To participate:
 - Bring copies of your materials to the Press Office, Room S230A, during operating hours beginning Monday, Nov. 16 through Friday, Nov. 20.
 - Materials may be restocked throughout the week.
 - Please note, materials will be recycled unless retrieved by 4 p.m. Friday, Nov. 20.

IAAPA Press Office: Hours of Operation:

Orange County Convention Center

Room S230A, South Concourse

Monday – Thursday: 8 a.m. to 6 p.m.; Friday: 8 a.m. to 4 p.m.

IAAPA Press Office Contacts

For assistance on-site at Expo, please call the IAAPA Media Line at +1 703/299-5127

PressOffice@IAAPA.org

Susan Storey: SStorey@IAAPA.org or +1 321/319-7615

Lesley Harris: LHarris@IAAPA.org or +1 321/319-7616

Follow IAAPA on Twitter: @IAAPAHQ

Join the Expo conversation using #IAAPAE expo

After IAAPA Expo

After IAAPA Expo, it's important to maintain the relationships you established with media during the week. Below are tips to help keep you top of mind with the media and to help secure future media coverage.

Provide your contact information

- Be sure to provide journalists with your contact information. If you are not responsible for media relations at your company, provide the journalist with that person's contact information.

Provide additional resources

- Share additional images, facts, and resources with the journalists met during IAAPA Expo. The more relevant details you provide, the more likely a journalist will be to include your product in a story.

Send a thank-you note

- Send a thank you to the journalist when you see a story written about your company. You may also want to thank them for stopping by your booth or attending your press conference.
 - If you are unable to locate a journalist's contact information, contact the IAAPA Press Office at PressOffice@IAAPA.org for help.

Keep journalists up-to-date on your latest news

- To continue your relationships with media from IAAPA Expo, ask if you may add them to your regular media outreach list to include on your distribution list for future press releases, media advisories, and other communication targeted to the media.
- Familiarize yourself with the types of stories the journalist covers, their outlet, and their audience. Read their articles to understand what they regularly cover or write about. When you send information about your company's news, make sure it's relevant to the stories they cover and remind them of your connection.



IAAPA Expo Press Conference Tips

Once you've contacted IAAPA's Press Office and scheduled a press conference, here are a few tips to help make it as successful as possible.

- **Invite the Media**
 - Promote your press event to media in advance of Expo. Distribute a media advisory to the registered media list. (Please note, IAAPA promotes the entire schedule of Expo media events comprehensively and does not pitch individual press conferences to the media.)
 - Request the registered media list by emailing PressOffice@IAAPA.org.
 - A sample media advisory is available on page 11.
- **Be Newsworthy**
 - As you are planning your pitch, answer the question "Why should the media outlet and its audiences care about this news?"
 - During your announcement, explain the impact of your news on your company, consumers, the economy, the attractions industry, or any other relevant audience.
- **Hand-out Media Resources**
 - Give each reporter information and resources to help write the story. Media resources should include a press release about your announcement, fact sheet about your company or product, high resolution images and video, and contact information for further communication.
- **Be Concise**
 - Have clear and concise news to announce.
 - Remember you have 20 minutes for your press conference. Deliver your remarks in 10-15 minutes and allow time for questions.
- **Be Visual**
 - Incorporate a visual aid, such as a video of the product in action, a model of the product, poster, or presentation to make the announcement visual and eye-catching and to better explain its significance. Consider allowing time in your event for a photo-op.
- **Make Eye Contact**
 - When addressing media, make sure to make eye contact with the crowd to help keep them engaged.
- **High Profile Speaker**
 - Incorporate your company's senior executives or leaders in your announcement to demonstrate the importance of the news.
- **Leverage Social Media**

- Before, during, and after your press event, use social media to generate buzz and build excitement with your fans and followers. Join the conversation by using the Expo hashtags #IAAPA and #IAAPAEspo.
- Include your company Twitter handle when requesting a press conference to be included in IAAPA's on-site Twitter campaign.
- **Direct the Media to More Information**
 - Let the media know where they can find more information about your company and product following your press conference. Direct them to your website and share your contact information for follow-up questions.

Sample Media Advisory

[Insert Company logo]

MEDIA ADVISORY – [Insert Date]

Product/Service Announcement at IAAPA Expo, Company Name, Booth Number XXX

WHAT: Media are invited to attend [insert as much information as you are comfortable sharing in advance of the event]. List speakers and include their full name and title and indicate if there will be time for questions or answers or if interviews should be arranged in advance. Keep this section to 2-3 sentences if possible – brevity is key to media advisory format.

WHERE: [Company Name]

[Orange County Convention Center \(OCCC\)](#), North/South Building

[Please include the following note in all media advisories:]

Note: Media are required to be credentialed and should check-in onsite at the Expo Press Office, OCCC South Concourse, Room S230A. Video cameras must be escorted by IAAPA Press Office staff onsite.

WHEN: [Date and Time]

CONTACT: Include name and cell phone number for an onsite contact

Sample On-Site Press Release

[Company Logo]

HEADLINE

[DATELINE] – [Insert Company Name] debuted [insert name of product or service] to attractions industry professionals from around the world in Orlando, Florida, during IAAPA Expo 2020, the attractions industry's premier trade show and conference.

Add language to describe the product or service, include its impact to the industry. What's new, interesting, and different about your product or service?

About [insert company name]

Include a paragraph about your company

[Insert On-Site Contact Information]

[Attach a link to key visuals such as company logos, renderings, videos, testimonials, etc.]



Celebrity and Special Guest Appearance Form

If you plan to host a celebrity or special guest at your booth during IAAPA Expo, please share the following information with the IAAPA Press Office to help promote your event. Please email a completed version of this form to PressOffice@IAAPA.org before Monday, Nov. 16, to notify the IAAPA Press Office.

Exhibitor Company Name: _____

Exhibitor Company Booth Number: _____

Exhibitor Public Relations/Event Contact: _____
Name and phone number (must be available on-site)

Date and Time of Appearance: _____

Celebrity or Special Guest Name: _____

Celebrity or Special Guest Publicist/Manager: _____
Name and phone number (must be available on-site)

Reason for Appearance: _____



Confidentiality/Non-Disclosure Agreement

This agreement ("Agreement") is made between _____ ("A"), a _____ [corporation / individual] located at _____; and the International Association of Amusement Parks and Attractions ("IAAPA"), a nonprofit corporation located at 4155 West Taft Vineland Road, Orlando, Florida, 32837 for mutual consideration, the receipt and adequacy of which are acknowledged by the parties, who agree:

1. Maintaining Confidentiality. A and IAAPA are considering the possibility of entering into a business transaction or other arrangement together. In connection with this possible transaction or arrangement, A or IAAPA might learn confidential information about the other party. A and IAAPA each agree to maintain the other party's information as confidential, using the same level of care and security that each would use to protect from disclosure its own most confidential information unless and until disclosure is authorized by the party from whom the information was learned.

2. Confidential Information. For purposes of this Agreement, "confidential information" is to be broadly construed to include a party's documents, data, drafts, charts, notes, reports, papers, articles, pictures, drawings, representations, business plans or ideas, trade secrets, financial reports, and intellectual property including copyrights, patents or trademarks, whether in written, digital, or in any other form, and whether identified as "confidential" or not. Not included in "confidential information" is that which: (1) the party who learns the information is required by court order or valid subpoena to disclose, in which case that party will provide reasonable notice and opportunity to the party from whom the information was learned to oppose disclosure; (2) the party who learns the information in fact also learns the identical information from public sources; or (3) the party from whom the information was learned consents to disclosure.

3. Miscellaneous. This Agreement is governed by the laws of the Commonwealth of Virginia; the Agreement will survive and remain enforceable by either party or that party's authorized representatives or successors whether or not the parties enter into a business transaction or other arrangement together; the Agreement may be amended only by another agreement signed by A and IAAPA; any dispute under this Agreement will be resolved by binding arbitration.

Sign: _____

Date: _____

Print Name: _____

Sign: _____

Date: _____

Print Name: _____