

Press Kit Preparation

What goes in a press kit?

Press kits are a one-stop source for the media to get information about your company and products. Information included in kits should be kept simple and to the point—journalists are not interested in slick marketing materials or brochures; they are after hard news. The best kits are enclosed neatly in a folder that is marked clearly with the company's name and CES booth number on the outside for easy reference. Loose brochures or flyers are discouraged. While creativity is key in distinguishing your kits from others, keep in mind that most kits that are not in standard-sized folders are often passed over or thrown out.

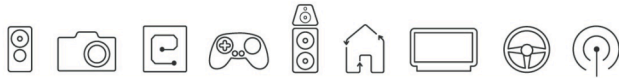
You should also consider an electronic press kit. Recent CES surveys show that the media prefer online, USB or CD-ROM kits. These should contain the same information as hard copy kits.

Most press kits typically include all or some of the following:

- Recent and relevant news releases (preferably from news at the show)
- Company/executive background information
- Detailed product fact sheets/specs
- Product images
- Copies of company publications (annual reports, external magazines, etc.)
- Any special events you have scheduled during the show
- Media contact information

Press Kit Tips

1. Determine the most relevant information to include in the press kit.
2. Order online press kits through the Online Media Center's online order form.
3. For hard copy kits, make sure your company name is clearly listed on the front cover. The press prefer press kits be listed by company, not product name.
4. Send an appropriate number of printed kits. Large exhibitors and those holding important news conferences should send at least 500 kits to the press room consistent with their booth location (LVCC exhibitors send kits to the LVCC Press Room). For smaller exhibitors and those without any news announcements, 250 will suffice. Please note that you may reduce the amount of printed kits by up to 50 percent if you order online press kits.
5. Make sure your kits arrive before the press room opens on Saturday, January 5, 2008, to ensure your kit is picked up by as many press members as possible.
6. All hard-copy press kit materials should be contained in a binder or folder. Kits on CD-ROM or single press releases are an exception.
7. Since a great deal of money is invested in these kits, take some insurance out on your investment. Send the kits through a delivery method that provides a tracking number. This number should be brought with you to CES to assist us in the event that your kits are misplaced.



8. If you have invested in an online kit, include a brightly colored sign in your printed kit that gives the URL address.
9. Check with the CES press kit office staff during the show to determine the number of kits you have remaining. Check again on the last day of the show to collect any unused kits. Kits that are not collected will not be returned.

NOTE: CES does not have the facilities or staff to assist you with the transport of press kits from your booth to the press rooms. Contact GES, (800) 475-2098 for labor to transport heavy boxes and materials around the show floor. GES will bill you directly for any labor costs you incur. On-site service orders should be placed through your show location's Exhibitor Service Center.

After the Show

Send a follow-up release to the media who attended the show. Including:

- A recap of all activity in your booth
- Which products attracted the most attention and why
- Future expectations relating to your company's new products
- Any updates to information contained in your press releases during the show