Tools to Use

Sample Press Release
FOR IMMEDIATE RELEASE
Contact: Jane Doe
          Company Representative
          Phone: 123-456-7890
          On-Site Phone: 456-789-0123
          jdoe@exhibitor.com
          www.exhibitor.com

- Headline should be informative and grab the reader's attention.
- The dateline should include date and location (Las Vegas, if being released during show).
- Avoid clichés and jargon that people outside the industry will not understand.
- Be concise and use proper grammar.

Sample 2013 International CES Press Release
COMPANY X INTRODUCES NEW PRODUCT AT 2013 INTERNATIONAL CES
Las Vegas, Nevada, January XX, 2013 – Company X today introduced new product B that will enhance product Y. Company X, located in CES booth #, is demonstrating the product and its expanded current line throughout the 2013 International CES.

- Start with the news and get to specifics further down.
- The first two sentences are the most important. Be sure to add in your CES booth number.
- Make sure to include who, what, when, where, how and why. The second paragraph can continue to describe the product and/or include a quote about the product or service from a company executive.
- Quotes are helpful.
- Keep them short.

The third paragraph can be used to include unique and/or interesting details about the new product. If appropriate, price and availability can be mentioned in this paragraph.

The last paragraph should always be a description of your company and its capabilities. For example: Company Z, a Virginia-based company, focuses on delivering…

End the release with ### centered at the bottom of the page. If a release continues on to another page, the word "more" should be centered at the end of each page.

Other tips:
- Deal with the facts.
- Do not make the release sound like a sales pitch.
- Keep it simple.
- Think and write like a reporter.
- Make sure the piece can stand on its own and does not need further background.
- Bullet points clearly display information.
- Leave white space – Clutter is not good.

Sample Blog Post
This blog post is written in a conversational & journalist tone of voice that expresses an educational message about an experience for our audience. Note that the post is filled with visually representative photos from the experience pulling the reader through the copy.

Blog Post

Where Is Consumer Technology Heading?

BY: RICK KOWALSKI   13 JUNE 2012

We can help you answer that.

Three times a year, the CEA Market Research team draws together industry executives, analysts, marketers, and researchers and devotes an entire day to unleashing its latest findings. At Research Summit, we give you our unique perspective on what we have learned from our primary research studies, our CE MarketMetrics data program, and from our 2,300 corporate members across the entire supply chain. We hold Research Summit at CES in the winter, Industry Forum in the fall, and last but not least, at CE Week, which occurs on June 26th in New York City.

We have a great lineup this time around. The day will start off with Shawn DuBravac's *Mid-Year Update* on the state of the economy and the impact it will have on the CE industry in the second half of the year. Next up, CEA's Steve Koenig will pry *Inside the Mind of Today's Consumer*, offering a glimpse of what will resonate with shoppers in the coming year.

In the afternoon, Steven Baker of NPD and Peter Weedfald of Gen One Ventures will discuss the state of consumer tech retailing in light of trends in showrooming, stores-within-stores, and e-commerce. Ross Miller from The Verge will head up a panel on mobile commerce with a discussion on how in-store and online commerce are being affected by the proliferations of smartphones and tablets.

There will be plenty of opportunities to network with these industry experts throughout the day. CEA Research Summit will take place on June 26, 2012, at the Metropolitan Pavilion, 125 West 18th St., New York, NY. For more details, check out the full agenda, email me at rkowalski@ce.org – or register now.

Social Sharing
In addition, the blog has prioritized the social media share buttons below, such as Twitter, Facebook, LinkedIn, Google+

Search Engine Optimization
Using specific key meta tags and meta phrases that are specifically relevant to the content, you can ensure your messages get picked up by search engines and on people's news readers such as Google, etc.

(ie. Mom Bloggers, Mother, Tech Moms)

Sample Tweet
This Tweet from our Twitter handle uses the #CES and #NY Hashtag as well as a URL shortener to a photo to keep the content rich, while educating our followers. It is best practice to engage with your community with Tweets, not using Twitter to re-tweet press releases that are not engaging in tone. Use the hashtag #2013CES for all your CES tweets!

intlCES International CES
Did you know the first #CES began in #NY in 1967? Celebrate our history with "Throw-back Thursdays" on #Facebook http://on.fb.me /intlces
14 Jul

Sample Facebook Post

When writing posts about CES in Facebook on your page and on ours, we encourage writing posts that reflect a continuing dialogue with our fan base to ensure it can support engagement in a positive way. We have a series of articles each week to ensure fans and enthusiasts know what to expect on certain days, leaving the others open to new and exciting content as it happens.

In addition, we also suggest that you embed your YouTube videos on tabs on your Facebook page, your blog and website for maximum reach and exposure.

Sample YouTube Video Post

When publishing a video on CES, we encourage you to ensure you favorite our channel and link to it, while also using specific tags as noted below to maximize your search engine optimization both on YouTube and otherwise.

In addition, we also suggest that you embed your YouTube videos on tabs on your Facebook page, your blog and website for maximum reach and exposure.
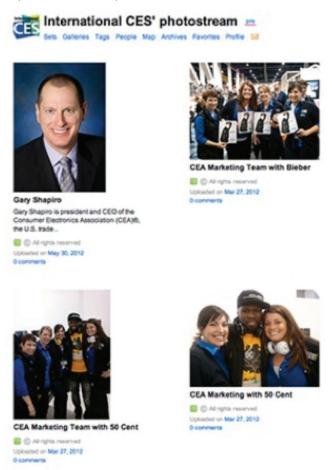
Sample Flickr Photo Post

We have an official International CES Flickr photo page that we encourage you use as a resource for your material for your media needs.

Please Note: In addition, we also have an official Flickr photo group page that we would like for you to connect with, engage and upload your Flickr photos from CES to. This will allow us to and share this content with the rest of our attendees while building our community in social media.

http://www.flickr.com/photos/internationalces/

2013 INTERNATIONAL CES®
PRESS CONFERENCE DO'S & DON'TS

Do…

- ✔ Establish clear and precise newsworthy objectives for your event

- ✔ Book the appropriate space in a setting that will enhance delivery

- ✔ Identify and invite targeted media to your event using our Pre-Registered Media List available December 1, 2012

- ✔ Promote the event through targeted press releases, calls and pitches

- ✔ Send invitations to the targeted media one month before CES; follow-up two weeks prior to event

- ✔ Have staff on hand to help with registration and seating

- ✔ Notify CEA staff if your event is invitation only

- ✔ Have a lead retrieval unit or business card collector at the door to see who attends your press conference

- ✔ Distribute product spec sheets and digital press kits

- ✔ Upload brochures, press kits, press releases and other material handouts along with your company logo to the official 2013 CES mobile app

- ✔ Feel free to invite press to your booth for more information

Don't…

- ✕ Start Late

- ✕ End Late

- ✕ **Read** straight from a power point

- ✕ Schedule a press conference if you have **no news**

- ✕ **Eliminate Q&A** with media

- ✕ Hold a press conference that lasts **more than** 45 minutes

- ✕ Expect media to attend without **proactive** work on your part

- ✕ Schedule an event that conflicts with any of the **CES Keynotes**