Press Release: Distribution

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Don’t panic!
The basics include ...

• A press release plan & schedule
• A media/influencer list
• Distribution methods
• Some guiding principles
Guiding distribution principles

• Distribute text and images with captions
• Customize your releases where it makes sense
• Track open rates and bounces – keep your lists clean
• Follow-up – but judiciously. Don’t pester editors
Three key news opportunities

• Pre-show news release
• At-show release/media kit
• Post-show release

NEWS RELEASE

For immediate release

Booth #135516

Experience Augmented Reality Gauging with Marposs at IMTS 2018

Auburn Hills, Mich. -- At IMTS 2018 in the East Building, booth 135516, Marposs will be demonstrating guided sequence gauging using augmented reality (AR). Visitors to this area of the booth will be provided AR glasses that guide them through a sequence of steps and measurements to check features on a cylinder head component using the Marposs iWave2 handheld wireless gauge and a Go/NoGo gauge. As visitors progress through the sequence, the perception will be that the measurement information is adhering to the workpiece.
Pre-show release deadline is June 1!
# Build a media list

## Key Publications

Help meet your show objectives with a strong public relations program that supports your exhibit at IMTS. IMTS makes it easy with information on key industry publications, special pre- and post-show issues.

<table>
<thead>
<tr>
<th>Publication</th>
<th>Editor / E-mail</th>
<th>Pre-IMTS Issue</th>
<th>Post-IMTS Issue</th>
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<tbody>
<tr>
<td><strong>DOMESTIC</strong></td>
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<tr>
<td>Additive Manufacturing</td>
<td>Pete Zelinski</td>
<td>Aug.</td>
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<td>AutoBeat Daily</td>
<td>Steve Plumb</td>
<td>Aug.</td>
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<td>Automation.com</td>
<td>Bill Lydon</td>
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<tr>
<td>Automotive Design &amp; Production</td>
<td>Gary S. Vasilash</td>
<td>July/Aug.</td>
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<td>CNC West</td>
<td>Sean Burr</td>
<td>Aug./Sept.</td>
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<tr>
<td>Composites World</td>
<td>Jeff Sloan</td>
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<td>Design News</td>
<td>Jennifer Campbell</td>
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<td>Design World</td>
<td>Leslie Langnau</td>
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Additional targets…

Source: Cision
Distribution Tools & Media Databases

- Cision
- Meltwater
- PRWeb
- prfire
- 24-7 PressRelease
- Muck Rack
Contact Management, eNewsletter
BOOST YOUR IMTS SUCCESS

The most successful exhibitors make Public Relations (PR) a cornerstone of their IMTS marketing communication activities - before, during and after IMTS.

Unlike advertising, which is paid space, you don’t pay for placement of press releases and media coverage of events. That’s why you hear PR called “free advertising.” However, because you must earn PR coverage by providing newsworthy information, experts say that PR coverage has the “third-party credibility” of the media.
Press Release Distribution
Q & A
Thank You

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