



# Press and Media Relations

The Global Produce & Floral Show will draw the largest attendance of U.S. and international trade media of any produce and floral industry event in North and South America. Use your media relations work to catch the attention of this already captive audience to promote your brand.

## PRE-SHOW COVERAGE

Key produce and floral trade press provide extensive pre-show coverage in the weeks leading up to the convention and exposition. This content helps attendees plan their show schedule. By providing media with newsworthy information — such as pre-announcing new products, services, or new hires; reporting booth contests or sweepstakes; and publicizing VIP booth guests — you gain an opportunity for inclusion in show preview coverage to help drive booth traffic.

We recommend that you provide your pre-show news to registered media at least four (4) weeks prior to the convention, to be considered for inclusion in this coverage.

In addition, explore using additional media to attract coverage, including audio, video, blogs, and social media.



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## MEDIA LISTS AND INVITATION

IFPA will begin making registered media lists available to exhibitors about four to six weeks prior to the event. We recommend extending media invitations three to four weeks prior to the convention, as schedules fill up quickly. Exhibitors who have local media contacts in the host city are encouraged to invite them to attend. Download the attendee list and sort by business type or contact our PR team for a complete press list.

### Contact

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## SHOW COVERAGE

- 1** Invite registered media to your booth
- 2** Provide materials to them via email and stock press materials at your booth.
- 3** Broadcast via social media, including blogs, Twitter, Facebook, Instagram, LinkedIn and YouTube.

## PRESS MATERIALS

To provide journalists with story ideas and accurate information about your company, product or service, have your press materials readily available through the digital press room, in your booth, or during a prearranged

interview. On-site materials can range from a simple photocopied news release to an electronic press kit on CD, DVD, or USB and you can upload up to 20 press releases through the [Digital Press Room](#).

## WHEN DEVELOPING PRESS MATERIALS:



### NEWSWORTHY

Have a distinctive message that has value to the media's audience.



### CONVENIENT

Avoid placing materials in an envelope, few journalists will take the time to open it; package materials in a manner inviting and descriptive at first glance.



### EYE-CATCHING

Color is more attractive than black and white; titles and headlines should make an impact.



### HELPFUL

Prominently display on press materials your company name, booth number, company website and Twitter, Facebook, YouTube or other social media accounts. Include email addresses and phone numbers for reaching staff, both at the exposition and back at the office. Include re-printable artwork such as photos or logos.

## POST-SHOW FOLLOW-UP

Trade media will continue to publish exhibitor news for as long as two to three weeks after the show's end. You can still transmit your news to them after the show, but do so immediately upon the show's conclusion. Also, follow up immediately after the show with all media who visited

with you. Send each reporter a personalized thank-you note — email is acceptable — and use the opportunity to offer more information. Enter those reporters into your address book for future reference, and contact them throughout the year when you have news.