

How to Attract Media Attention

A great way to get attention at the show is by using the media to your advantage. Not only will the media take note, but the attendees at the show who see your destination on TV will take note as well. At the Travel & Adventure Shows, we pride ourselves in giving you access to many of the top media outlets in each show market. From top Morning News stations on networks such as ABC and FOX, to top radio shows, TAS has you covered for all of your media needs. Here's how to attract the most media attention that you can in order to make sure that your destination or company is marketed correctly and exposed to millions of people.

Pre-Show

Press releases are a great way to get your company's brand out to the public before the event. To get an editor interested in your press release, you need to make it newsworthy. To accomplish this, there are many different aspects to include:

- New Technology
- First-Time or Unique Product Introductions/Offerings
- Show-related Promotions or Attractions
- Product Improvements
- Noting Recent Mergers or Acquisitions



During the Show

Press kits are an effective way to get news about your destination and services to the media. At each Travel & Adventure Show, there is a press room located on the show floor. Be sure to bring enough materials for your booth as well as the press room. These kits should include:

- Press Releases
- Photos with Captions
- Your Destination/Service Logo
- Sales Literature
- Business Cards or Contact Information
- Make New Attractions Part of your Exhibit

Post-Show

Once the show concludes and your team is back at the office, be sure to send a press release to the media members who attended the show. These press releases should include:

- A Show Recap of the Activity in Your Booth
- Why Attendees Were Attracted to Your Product or Destination
- Any Upgrades to the Information Provided During the Show