

# catersource®

The Show for Catering & Event Professionals

FEBRUARY 18-21, 2018 | LAS VEGAS



## PR TOOLKIT

### CONFERENCE

FEBRUARY 18-19, 2018  
CAESARS PALACE  
LAS VEGAS, NEVADA

### TRADESHOW

FEBRUARY 20-21, 2018  
LAS VEGAS CONVENTION CENTER  
LAS VEGAS, NEVADA



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- ▶ [Company Profile](#)
- ▶ [Ashley Womack  
PR Director](#)
- ▶ [Angie Ridgeway  
Customer Success Manager](#)
- ▶ [Conference.catersource.com](#)



## I. CHECKLIST & DEADLINES

Make the most out of your participation at CS2018 by leveraging media opportunities to gain exposure. These simple steps will help you get started.

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- “Like” the Catersource *Facebook* page**  
Deadline: ASAP
- Follow the Catersource *Twitter* account**  
Deadline: ASAP
- Follow the Catersource *Instagram* account**  
Deadline: ASAP
- Promote your company using the hashtag #Catersource in your tweets and on Instagram**  
Deadline: ASAP
- Tag @Catersource\_llc on Twitter and @Catersource On Facebook so we can retweet and share your posts**  
Deadline: ASAP
- Ensure that your directory listing is accurate before it is published**  
Deadline: January 12, 2018  
Contact: [success@catersource.com](mailto:success@catersource.com)
- Download the media list from the Exhibitor Portal**  
Available Starting: January 19, 2018  
Contact: [catersourcePR@ubm.com](mailto:catersourcePR@ubm.com)
- Submit your new product announcement for the 2018 exhibitor press release**  
Deadline: Friday, February 2nd, 2018  
Contact: [catersourcePR@ubm.com](mailto:catersourcePR@ubm.com)
- Drop your Press Kit off at the Catersource Press Office**  
Deadline: February 20, 2018  
Contact: [catersourcePR@ubm.com](mailto:catersourcePR@ubm.com)

## II. MEDIA RELATIONS

The pre-registered list of media professionals who plan to attend Catersource 2018(CS2018) will be available for download from the Exhibitor Portal beginning January 19, 2018. It is updated every Friday leading up to the event. If you have trouble accessing the pre-registered media list, please email CS2018's Director of PR, Ashley Womack at [catersourcepr@ubm.com](mailto:catersourcepr@ubm.com).

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The pre-registered media list will include contact information for members of the press who have opted-in to receive exhibitor news leading up to the event. You may contact each member of the press on an individual basis regarding meetings at CS2018.



**Get to know the media.** We do not recommend blasting press releases to the entire media list. The press will be much more receptive to your pitch if you have researched them and know what they typically cover or are interested in.

Not all media attending CS2018 will be pre-registered and we encourage you to cross-reference your current media list with the pre-registered list. If there are journalists not on our attendee list that you think should be, please provide Ashley Womack with their contact information so they can be invited to attend.



### Communicate with the media before the show.

If you have a list of media contacts with whom you regularly communicate, you should send them an email pitch with information on products you will launch at CS2018. In your pitch, explain how and why the product you're launching is newsworthy, why their audience would want to know about it, how it differs from competitors and your booth number. We suggest pitching the press once the media list is available in order to schedule a briefing at the event.

## III. PRESS BRIEFINGS & MEETINGS

Many exhibitors book one-on-one appointments with media at their booths. These briefings will give you an opportunity to provide the press with an in-depth review of your product and also determine what products or news interests them. Here is some advice for you to consider as you start out:

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- In your initial meeting request, include a well-crafted 15-second pitch; i.e. who you are, what sets you apart, what distinctive new styles they'll see, and why they should carve out time to visit your booth.
- Once you have confirmed briefings with the press at the event, send them a calendar invite for the date / time of your briefing. Allow between 15 and 30 minutes for each media briefing and do not double-book.
- You should also send a confirmation email to them two or three days leading up to the event. The confirmation email should include: your name, booth number, date and time of your meeting, and your onsite contact information in the event of a schedule change.
- At tradeshow there is a lot to see and everyone is very busy, please be prepared for the press to show up late and for potential no-shows.
- Prepare your booth staff for interviews with the media. Each person who is authorized to speak to the media on behalf of your company should be prepared for briefings, fully understand your company's product, value proposition, history and industry landscape. Founders and CEOs that are friendly, confident, knowledgeable and enthusiastic will be the ideal spokesperson for media briefings. Develop talking points for your spokesperson and walk-through the talking points with them prior to the event so they understand what messages are important to convey.



## IV. DIRECTORY LISTING

As an exhibitor or sponsor of CS2018, your company has a free Directory Listing which is published on the conference website, mobile app and in the printed Show Guide. Review your Directory Listing online and make any desired edits through the Exhibitor Portal by **January 12, 2018** to ensure it is accurate for publication in the printed Show Guide.

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### TRADESHOW & ADVERTISING

#### Lisa Brenna

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612.253.2033 | [lbrenna@catersource.com](mailto:lbrenna@catersource.com)

#### LaSharaDarkenwald

Account Executive  
612.253.2023 | [lashara@catersource.com](mailto:lashara@catersource.com)

#### Dave Pruksa

Director of Sales  
612.253.2026 | [dpruksa@catersource.com](mailto:dpruksa@catersource.com)

Listings and listing updates inputted into the Exhibitor Portal after January 12, 2018 will be included in the mobile app and conference website only.



### HERE ARE SOME SUGGESTIONS FOR YOUR EXHIBITOR LISTING:

#### Limit your description to 25 words

Don't underestimate the impact of the company description! You have up to 25 words to describe your company, use them wisely because attendees and media do read them! Be mindful of grammar as these are NOT guaranteed to be proofed by Catersource prior to publication.

#### Pick product/service categories that are applicable

Carefully selecting the correct categories makes all the difference between getting noticed and not. Also be sure your company is not listed in any categories that you shouldn't be. You may get noticed, but for all the wrong reasons.

#### Enhancements are available!

Sponsorships and Show Guide advertising is a great way to multiply the impact of your directory listing. Contact your account manager for more information on these opportunities.

## V. PRESS RELEASES & PRESS OFFICE

Visit the Press Office's at Caesars Palace and the LVCC.

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If your company is announcing a new product leading up to or at CS2018, we can help you increase exposure through a press release detailing exhibitor news. This press release will be distributed by the Catersource PR team one week prior to the event on February 13, 2018. [Click here](#) to see last year's exhibitor announcement press release.

To submit, please fill out this [form](#). **The deadline to participate is Friday, Feb. 2, 2018.** Please note that submissions cannot exceed 50 words and general marketing copy will not be considered, only new product information. If you would like to participate in this opportunity but not release specific details of your announcement, we can accommodate you.

**The Catersource Press Office's will be located at Caesar's Palace and the LVCC.** This is an area where members of the media can work on stories, check emails, conduct briefings and pick up press kits. The Press Office is open to working journalists registered to attend the event. Exhibitors who have secured media briefings can also use this space for interviews on a first-come first-serve basis.



**Exhibitors are encouraged to drop off press kits in the press room the first day of the Tradeshow.**

#### Press kits may include:

- A press release about your most recent company news
- Company background information
- Executive bios
- Digital images of your products
- PR contact information

If your company would like to create flash drives that contain press kit information, those can be dropped off in the Press Office as well. Please make sure these drives are clearly labeled with your company name.



## V. PRESS RELEASES & PRESS OFFICE (CONTINUED)

The PR team is available to assist with any questions or issues you may have regarding your PR strategy before or during the event. Contact Ashley Womack for more information.

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We encourage you to create and distribute your own press release announcing your participation at the event for increased exposure, and have included the press release guidelines below for reference.

### Press Release Guidelines

Catersource 2018 owns its brands and content and must approve any third party use of its brands and content. If you plan to write a press release about your exhibitor announcement, sponsorship, or other activities around the event, please follow these guidelines:

- Event boilerplate should be included in the press release (see boilerplate below).
- The date and location of the event should be included in the first paragraph: Catersource 2018 (CS2018), February 18 – 21, 2018, Las Vegas, NV.

### Catersource Boilerplate

Catersource is the world's premier resource dedicated to the education and growth of catering and event professionals. Catersource provides the most expansive network relevant to the catering and events business, producing in-depth educational offerings at the largest industry conference and tradeshow. Catersource's live education also extends itself into the digital world year-round, with rich editorial content in its e-newsletter products, its website [catersource.com](http://catersource.com), and in its annual January show issue, printed and mailed to over 30,000 industry influencers.

Catersource is organized by UBM plc. UBM is the largest pure-play B2B Events organizer in the world. Our 3,750+ people, based in more than 20 countries, serve more than 50 different sectors. Our deep knowledge and passion for these sectors allow us to create valuable experiences which enable our customers to succeed. Please visit [www.ubm.com](http://www.ubm.com) for the latest news and information about UBM.



## VI. SOCIAL MEDIA

Attract buyers and the media to your booth with pre-show engagement and content. The more people you connect with before CS2018, the better the chance you'll see them at the show.

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Spread the word about your Catersource participation. Put show dates and your booth number on all correspondence with buyers, media and potential customers between now and the show. Make it easy to promote your presence by downloading your “Official Exhibitor or “Official Sponsor” logo from the Exhibitor Portal. We also have pre-made social media and banner ads for you to use. These can be downloaded from the Exhibitor Resources area of [conference.catersource.com](http://conference.catersource.com)



Follow @Catersource\_LLC on Twitter and promote your presence at CS2018, as well as your announcements on your company's social media channels. For Twitter, use hashtag #catersource when promoting company news or participation at the event. By incorporating the official hashtag, your tweets will appear when attendees, media or other exhibitors search for tweets relevant to CS2018. Follow reporters you're engaging with via email, as well as their publications on Twitter.



Use Facebook to engage with the Catersource community online. By joining Catersource's Facebook page you can post comments, start and participate in discussions, share photos, and connect with our followers.



Use Instagram to showcase your photos and catch the attention of the Catersource community. Follow @Catersource and use the hashtag #catersource. By incorporating the official hashtag, your photos will appear when attendees, media or other exhibitors search for CS2018 related content.