

catersource[®]
FEBRUARY 24-27, 2019 ♣ NEW ORLEANS



PR Toolkit

Conference

February 24-26, 2019
Ernest N. Morial
Convention Center
New Orleans, Louisiana

Tradeshow

February 26-27, 2019
Ernest N. Morial
Convention Center
New Orleans, Louisiana



UBM

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- ▶ Company Profile
- ▶ Nancy A Shenker
PR Director
- ▶ Angie Ridgeway
Customer Success Manager
- ▶ Conference.catersource.com



#catersource



Make the most out of your participation at Catersource 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 social media posts**
Deadline: ASAP
- Tag @Catersource_1lc 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 7, 2019
Contact: success@catersource.com
- Download the media list from the Exhibitor Portal**
Available Starting: January 18, 2019
Contact: catersourcePR@ubm.com
- Submit your new product announcement for the 2019 exhibitor press release**
Deadline: Friday, February 7, 2019
Contact: catersourcePR@ubm.com
- Drop your Press Kit off at the Catersource Press Office**
Deadline: February 26, 2018
Contact: catersourcePR@ubm.com



Request the list of pre-registered media. The pre-registered list of journalists who plan to attend Catersource will be available beginning January 18, 2019. It will be available for download in the exhibitor portal and updated every Friday leading up to the event. If you have trouble accessing the pre-registered media list, please email the Catersource Director of PR, Nancy A Shenker at 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 Catersource, and we do not recommend blasting press releases to the entire 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.

Get to know the media.

Not all media attending Catersource 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 Nancy A Shenker with their contact information.



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 Catersource. 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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Once you have confirmed briefings with the press at the event, send them a calendar invite for the date / time of your briefing. 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 contact information in the event of a schedule change.



Allow at least 30 minutes for each media briefing. 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. Some press prefer 15-minute meetings instead of 30. At a well-attended show, 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.

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 and so they understand what messages are important to convey.



As an exhibitor or sponsor of Catersource, your company has a free Directory Listing which is published on the conference website, mobile app and in the printed Show Guide. Review your company's profile online and make any desired edits through the Exhibitor Portal by January 7, 2019 to ensure it is accurate for publication in the printed Event Guide.

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Listings and listing updates inputted into the Exhibitor Portal after January 7, 2019 will be included in the mobile app and conference website only.



Here are some suggestions for your company profile:

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.

Upload a digital Press Release

Capture attention of media who are perusing through the directory listing by publishing a Press Release within your Company Profile for free!

Enhancements are available!

Adding additional features like videos and product listings or placing an ad in the Event Guide are great ways to multiply the impact of your Directory Listing. Contact your Account Executive for more information on these opportunities.

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. The Catersource press room location will be announced closer to the event.

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Exhibitor Announcement Press Release

If your company is announcing a new product leading up to or at Catersource, we can help you increase exposure through a press release detailing exhibitor news. This press release will be distributed one week prior to the event on February 19, 2019. To see last year's exhibitor announcement, please visit: <https://ubm.io/2uKDbXf>.

To submit, please fill out the form at <https://goo.gl/forms/90HnEblitppuMUbO2>. The deadline to participate is Thursday, Feb. 7, 2019. Please note that submissions cannot exceed 50 words and no marketing copy will be considered. If you would like to participate in this opportunity but not release specific details of your announcement, we can



accommodate you.

Press Kits

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 and PR contact information. If your company would like to create flash drives that has 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.

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 Nancy A Shenker for more information.

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Press Releases

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 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 2019 (CS2019), February 24 – 27, 2019, New Orleans, LA.

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, and in its annual January show issue, printed and mailed to over 30,000 industry influencers.

Catersource is organized by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organizer in the world. To learn more and for the latest news and information, visit www.ubm.com and www.informa.com.

Digital Press Room

You are able to upload one digital press release to appear with your company profile in the online directory listing published on the conference website.

To add your press release, login to your Exhibitor Portal and click on the 'Company Profile' tile.



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

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Follow @Catersource_LLC on Twitter and promote your presence at Catersource, 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 and tagging @Catersource_Llc, your tweets will appear when attendees, media or other exhibitors search for tweets relevant to Catersource. Follow reporters you're engaging with via email, as well as their publications on Twitter.



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 #Catersource and tagging @Catersource, your photos will appear when attendees, media or other exhibitors search Catersource.



Like Catersource on Facebook and engage with the community. Be sure to use #Catersource in all of your posts, and tag us at @Catersource!



Follow Catersource on LinkedIn. You'll get event updates as well as all the latest news and trending content relevant to the catering and events industry. Be sure to tag @Catersource and use the official #Catersource hashtag in your catering/event based LinkedIn updates.

