

The Printing Industry is WATCHING

Videos and News Releases are a Powerful way to BUILD Influence!

Welcome to **www.PRINTevent.com** – a highly interactive website ‘experience’ designed to inform, educate, intrigue and **drive more attendees to the event**. It’s the ideal place for your **HOT event news** videos, presentations and social media conversation.

All PRINT 19 **Exhibitors, Seminar Presenters** and **Co-located Event Organizers** are invited to submit content* to the **PRINTevent.com website**. **Here’s how:**

Video Parameters:

- **Length:** 3 minutes or less
- **File Size:** Any SD or HD pixel dimensions
- **Format:** Quicktime (.mov) or Windows (.wmv) preferred
- Invite viewers to PRINT 19 and to visit YOUR booth; provide your **booth (#_____)**, **presentation** or **event [date, place, time]**.
- Highlight the cool/unique benefits of attending PRINT—based on your video’s specific focus *[booth, presentation or event]*.
 - a. Videotape your company representative to record your video/audio event [booth, presentation or event] promo.
 - b. Include in your video any related **collateral equipment, applications, signage**, etc.
- To submit your video, please email Kaitlyn Greene at kgreene@apttech.org

News Release Parameters:

- **Provide Title (Sample):** “*Package Printers: Discover New Applications Plus See Them All LIVE at PRINT 19*”
- **Your Name, Title & Company:**
- **Words:** Up to 500 words
- **Format:** Word document e-mailed to: kgreene@apttech.org
- **News/Focus:** This release is intended to: **1)** inform, and **2)** invite your key customers and prospects to register and attend PRINT 19. **Key points to intertwine in your message:**
 - a. PRINT 19 is the largest printing industry show in the U.S. – Top-ranked by number of visitors
 - b. Exhibitors offer the widest array of emerging technology in printing and graphic communications
 - c. The super-charged Learning Experience that ties seminars and strategies to technology on the exhibit floor

Questions? Contact:

Kaitlyn Greene T 703/264-7200, ext. 270 E: kgreene@apttech.org

Sarah Markfield T 703/264-7200, ext. 303 E: smarkfield@apttech.org

*APTech reserves the right to approve and schedule all content submitted for the PRINTevent.com website.

PRE-EVENT

Your event publicity efforts are essential for making your participation in PRINT 19 an even greater success.

(On YOUR letterhead)

For More Information
Contact: NAME
Phone: (XXX) XXX-XXXX
E-mail: name@url.com
@thePRINTevent
Month XX, 2019

[COMPANY NAME] TO EXHIBIT AT PRINT[®] 19

[YOUR CITY AND STATE]—Local company, [COMPANY NAME], headquartered in [LOCATION], will be among the top companies at the upcoming PRINT[®] 19, October 3-5, 2019, at McCormick Place North in Chicago, IL.

PRINT is the annual conference and exhibition event that hosts the largest gathering of printing services providers in North America, representing attendees from 86 countries.

“This is a must-attend event for any company looking to reach the most customers in one place,” said [NAME, TITLE]. “PRINT is the only place that offers the connections and business growth opportunities that we need to grow. The breadth of emerging technologies in printing and graphic communications on the exhibit floor is unmatched.”

The amped-up Education Sessions at PRINT shed light on solutions that are tied directly to the technology on the show floor, for the distinct purpose of driving success for the entire industry.

“We will be featuring [PRODUCT DESCRIPTIONS HERE],” ADDED (COMPANY SPOKESMAN). “Visitors at our booth (BOOTH # HERE) during the show will get to know some of our staff and receive complete information about these products.”

With its dynamic demonstrations of equipment running live jobs on the exhibit floor, PRINT 19 will again showcase the latest equipment, supplies, technology, software and hardware for all facets of the industry.

From inkjet, digital, offset, hybrid and flexo presses and workflow software, to new ink- and toner-based technologies and large format hard copy output, to package prototyping, printing, converting, finishing and binding equipment, PRINT 19 has everything. Attendees will see something new for every link in the printing value chain to continue your business growth journey, and will draw thousands of industry professionals from the full range of print and package-related businesses.

For complete information about attending PRINT 19, visit www.PRINTevent.com.

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POST-EVENT

Your **post-event** news release summarizes your company’s highlights of your pre-event release, declaring success, and encapsulating the major news that resulted from the event.