

Making use of the media, particularly trade publications, is an important part of your overall exhibit and product promotion plan. Mining industry trade publications have a natural interest in MINExpo INTERNATIONAL® 2008 and will begin coverage of the event several months before it takes place September 22-24, 2008. MINExpo® offers the trade press the same unparalleled opportunity it offers show attendees - the chance to learn more about new equipment, technologies, strategies and solutions all in one place at one time.

The challenge for the exhibitor is to separate your product and exhibit from other exhibitors by providing interesting and newsworthy information, before, during and after MINExpo. If you are new to or inexperienced in publicity and public relations, this media guide provides the basics you need to plan and execute an effective strategy to receive as much editorial coverage as possible. Even if you are a MINExpo veteran, you may find inspiration for new ideas or unique approaches for the information presented in this guide.

What Are You Trying to Achieve?

Your ultimate goal is to maximize the publicity for your product, service and/or company and make it known to potential customers specifically and the public in general through the use of media. The great thing is that unlike advertising, publicity is free. Your objectives are to create knowledge, understanding, confidence and goodwill about your company, and its specific products and services. The specific strategies are:

- Build awareness.
- Enhance your company image
- Educate customers, prospects and the media
- Change opinions

What is Newsworthy?

Before you begin, it is helpful to have a basic understanding of what reporters and editors consider newsworthy. Even some in the media have a difficult time defining the word “news”. It can mean one thing to a newspaper and something completely different to the trade press.

News is information that is timely and interests a number of people. The news value of an event diminishes with time, so it’s important to take advantage of being immediate. But you must also have some unique information to pass along to the readers of the publications you are trying to reach. For example, simply participating in MINExpo is not news; but unveiling a major or revolutionary product, technology or service at MINExpo is, especially for an

industry trade publication. Remember, the more readers are interested in a story, the more newsworthy it is in the eyes of editors and reporters.

When Should You Start?

MINExpo is September 22-24, 2008 and it is important to do your homework. To begin, check with the publications for their editorial plans at least four-to-five months before the show...that means you should be contacting the publications in May or June at the latest.

Early press coverage can increase interest in your exhibit and attendance at MINExpo® 2008.

You should consider:

- What new product or services you plan to display at MINExpo 2008.
- How the new products or services will help the companies that purchase them.
- How the new products or services are different from or better than those offered by competitors. Providing this information to the press sooner rather than later has an important ripple effect that will help you and MINExpo;
- Reporters are more likely to be interested in writing stories about your company prior to or immediately after MINExpo.
- The more stories people read about the new products or services that you and other companies will be unveiling at the show, the more likely it is that they will attend MINExpo 2008.

- The more information attendees have about your exhibit before they arrive at MINExpo, the more likely it is that they will visit your booth to see for themselves your new products or services.
- Finally, the more people who visit your booth, the more you will get out of the show.

Remember, timeliness is very important. Even if you miss a publication's editorial deadline, send in your material as soon as possible. Sometimes the deadlines are extended and a particularly interesting item may still be used. You may also attract the editor's attention and be included in the list of exhibitors to be visited and featured in the post-show issue.

What Components Should be in Your Marketing Plan?

Marketing plans can vary but any effective plan should include the following public relations tools:

- Press Releases
- New Product Announcements
- Setting-up Meeting and Interviews with Editors
- Post-Show Follow-up

Press Releases

Press or news releases are an important part of your overall publicity program. Effectively written and distributed, press or news releases market your product and company at a relatively low cost. Your challenge is that editors can receive stacks of news releases daily. Your news release will need to stand out to be noticed. Before you write the release, ask yourself what is unusual about your product, technology or service that can be viewed as

newsworthy. What makes it different from what your competitors offer? What do you want potential customers to know about your product, technology or service?

Tips for Writing Press Releases

If you don't have a public relations or marketing department, here are basic tips for properly writing a press release:

- Create a hard-hitting headline that captures the essence of your release.
- Make sure the first paragraph answers the five basic questions of journalism: who, what, when, where and why. It should briefly summarize the press release.
- Write in the third person and use active verbs and quotes where appropriate.
- Use simple, short, non-technical language and terms.
- Be factual and do not editorialize. Avoid exaggerations and judgmental terms such as "best" and "unique".
- If possible, provide photos or artwork to illustrate the release.
- Keep the release to one page. Attach any backgrounders to the release that explain the technology in depth, discuss the market for your product or provide more information about your company and its services.

Follow the standard format for a press release:

- Release date in the upper left or right-hand corner.
- Name and phone number of a contact person.

- Headline followed by dateline at the start of the first paragraph.
- Typed and double-spaced.
- Use only one side of each page.
- Include your company name and address.

Journalists are interested in basic, factual information. If you make sure your releases are clear, sharp and concise, you increase the chances of your releases being used as the basis for a news story.

New Product Announcements

A trade show is one of the best places to unveil a new product or explain new marketing or merchandising programs. MINExpo is an ideal forum for your announcement because of the presence of key customers, trade press and potential exhibitors. Let everyone know well in advance that you will have something exciting and new to show at MINExpo INTERNATIONAL 2008. It will build excitement and anticipation for the unveiling. **BE SURE TO INCLUDE YOUR NEW PRODUCT ANNOUNCEMENT WITH ALL OF YOUR OTHER PRE-SHOW MAILINGS.**

Setting-up Meetings and Interviews with Editors

Editors attend MINExpo eager to learn more about the hot new products their readers can purchase and use during the coming year. It is important to get your message across to the editors who report buying trends within their readership. A significant mistake made by many exhibitors is to send out finely tuned press releases and then wait for editors to do something with the releases. Getting editors to cover your story or visit your exhibit at MINExpo can be very difficult. You need to take

steps to ensure that important trade editors notice your company and exhibit.

Try the following steps to increase the exposure of your product:

- Establish a list of key publications.
- Establish a hook or pitch that is targeted and relevant to each publication by studying both the advertisements and the articles in the publication to determine what aspects of your product might fit into the editorial mix.
- Outline your story idea for the editor. Plan ahead - decide which product or service is newsworthy, not to you, but to the readers of the specific publication.
- Contact the editors and find out who will be at MINExpo. Outline your story to that editor, highlighting elements likely to interest his or her readers. Try to set a specific time and place for an interview at the show. Rooms near the Press Room will be set aside for interviews. Prior to arrival in Las Vegas, please email: minexpo@nma.org with your request. On-site, please contact the Press Room staff.
- Send a confirmation email or letter summarizing your conversation and answering any questions that have come up. Restate your story proposal, but only tell enough of the story to arouse the editor's interest. Again, invite the editor to drop by your booth to see the new development. If you have not done so, request an appointment for a specific day and hour so you will be on hand to provide a personal demonstration. After sending the letter or email, wait a week or so for a response.
- Follow-up your letter or email with a phone call. Again, if you have not set an appointment time, ask when they will be ready to make an appointment or assign the story to another reporter who will be at MINExpo (make your calls four or five weeks ahead of MINExpo).
- After you have secured the appointment, provide reminders by immediately confirming the time and place in writing. Six days before the show, call those editors again to reconfirm.
- On-site, have support materials ready. After your discussion, provide the editor with a press kit. Keep a supply of product literature on hand for reporters. Specification sheets for technical products, delivery and price details may also be helpful to have on hand.
- Be prepared to give editors special attention in your booth. Allow them to photograph and try out products that particularly interest them.
- During the interview, have a list of talking points that you can use to guide the conversation. It may be helpful to have a public relations professional there who is prepared to answer unexpected questions.
- Editors frequently overbook themselves because they have so many booths to cover. If the publication has an exhibit at MINExpo, stop by and leave a message that you would like to reschedule the interview and how you can be reached.
- Check for additional editors.

- Keep your eyes open for additional editors passing by your booth.
- Don't overlap the interviews. Editors prefer to ask questions and receive answers without other reporters listening.
- Follow-up after the show.

It puts your company back in front of the exhibitor. The editor may have misplaced your materials on the way home, and could be too busy to call you for another interview. At the very least, send a letter thanking the editor for his or her interest.

While these steps for organizing press interviews are not complicated, the process does take time and effort. But

it is time well spent. If you don't think you will have the time to adequately handle publicity opportunities, you may want to consider using an in-house public relations staffer or hiring an outside public relations agency.

Post-Show

It is a good idea to send out a press release a week or so after MINExpo. It should explain what happened at your exhibit, which products appeared to attract the most interest, any changes to specifications or programs announced in previous releases, and what you expect in the future. Editors can use the information in follow-up articles.