

## Send Us Your Press Kits

Deadline to receive via mail: July 21, 2017

Please send to:

ATTN: Press Kits, Las Vegas Market  
International Market Centers  
475 S. Grand Central Parkway, Suite 1615  
Las Vegas, Nevada 89106

Walk-ins welcome during Market. For questions, email [phairr@imcenters.com](mailto:phairr@imcenters.com).

### Media Center

The Las Vegas Market Media Center is a private area open only to credentialed members of the working media. Las Vegas Market provides a Media Center located on the first floor of Building C in C-176. This fully operational Media Center is equipped with computers, copiers, fax machines, telephones, press kits, shipping resources, photography services and more for all registered media covering Las Vegas Market.

The Media Center is often the first place journalists visit when looking for exhibitor and new product information.

### Create A Press Kit:

By providing the Media Center with a press kit, you will increase the opportunity for exposure with the trade and consumer media who attend Las Vegas Market. Nearly 200 different media outlets will be represented at Las Vegas Market, including trade publications, consumer magazines, newspapers, television stations, broadcast outlets, cable television programs and internet media. Below are a few key points on how to create an effective press kit for your company:

1. Be unique: Use your press kit to *grab attention* and stand out in the crowd. Include a cover with imagery for visual appeal. Unless you need a folder to keep pieces together, it is not essential and often gets discarded by the media. Exhibitors often use creative means for keeping materials together creating booklets, custom bags, or other innovative ideas that draw attention.
2. Only include 'What'sNew' in your press kit: The media is interested in *new products and trends*. If you want to include a short press release, make it about your new products and how they fit into new consumer trends.
3. Include photographs of your new products: Include printed thumbnails of your new products and product information with a link to download 300dpi images for printing, or you can include a CD or jump drive containing the images in your press kit. Use

professional photography, if possible, of new collections or products with resolution of 300dpi or higher so they are re-printable.

4. Make it easy for the media to find you: Include your company name and showroom space on the outside of your press kit and contact information on the inside. Be sure to include your company's website so the media can follow up with you after Market.
5. A quantity of **25-50** press kits is recommended. Any remaining press kits may be recovered on the last day of Market. All press kits not picked up following Market will be discarded.

All press kits will be displayed in the Media Center in alphabetical order by company name.

If you have any other questions, please contact Phyllis Hairr at [phairr@imcenters.com](mailto:phairr@imcenters.com).