



in-cosmetics[®]
global

TRADE SHOW PUBLIC RELATIONS

A GUIDE TO MAXIMISING YOUR INVESTMENT

Prepared by Storm Communications for exhibitors at
in-cosmetics Global 2024

STORM

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MAKING THE MOST OF TRADE SHOW PR OPPORTUNITIES

Public Relations (PR) is all about communications. Two of its most important functions involve educating your key stakeholders and raising awareness. Storm Communications, the official PR agency for in-cosmetics Global, offers several complimentary opportunities to promote your company and its products or services to the media.

Storm's job is to help promote the event through targeted media coverage, which in turn will drive visitor numbers, raise awareness of the key features of the show, and showcase the main attraction – you, the exhibitors.

To do this, we need you to get involved. Don't miss out on this FREE opportunity to contribute to the show and your success in 2024.

Preparing for a trade show appearance can be an overwhelming task – Storm Communications has prepared the following tips and timeline to help you benefit from the extensive PR and marketing opportunities available to you.

Don't forget to add Storm Communications (in-cosmetics@stormcom.co.uk) to your press lists so that when sending your news and information to the media, the agency also receives a copy and we are aware of what information journalists have received.



TOP 6 PR TIPS

1. Building contacts on your behalf

Storm Communications will be implementing an extensive, ongoing PR campaign from now until April 2024 to ensure that the show achieves maximum coverage in the media. Share your latest company and product news with us at in-cosmetics@stormcom.co.uk so we can include it in our media pitches and pre-show editorial.

2. Upload your news online

All in-cosmetics Global exhibitors will receive a login to populate an online exhibitor profile. Simply log in to the Exhibitor Portal and add press releases, company logos, product images, and brochures to drive awareness of your presence at the exhibition. Storm will use your profile to monitor new product news, so don't forget to keep it up to date.

3. Don't miss the deadlines

All media attending in-cosmetics Global receive a digital press pack including all the latest exhibitor news. Please send your show press packs to in-cosmetics@stormcom.co.uk by 12th April 2024 to ensure your news is distributed to attending media, ready for use in show reviews and upcoming articles.

4. Let your customers know you're there

While you'll be meeting plenty of new contacts at the show, don't forget to let the people that already work with your business know you're going to be there. Invite your customers via newsletters, social media or using your employees email signatures.

5. Get online – share and connect via social media

Make sure you're taking full advantage of social media. Follow and like the in-cosmetics accounts on LinkedIn, Instagram and Facebook. Don't forget to subscribe to the in-cosmetics YouTube channel too.

Use the hashtag #incosGlobal to shout about your new product launches, networking events, show parties, demonstrations, competitions, giveaways and more on social media. It will help to drive awareness and footfall to your stand and encourage potential customers and media to follow your accounts.

We'll be sharing your updates to alert our followers to new products and events at the show.

6. Upload your news online

Lastly, to be included in the in-cosmetics Global PR campaign, provide Storm with details of the relevant person at your company who handles your marketing and communications.

Please ensure you gain permission before sharing the following information:

- Name
- Telephone Number
- Email address
- PR Agency (if applicable)

6

months to go

At the outset (six months)

Begin planning your PR and marketing strategy for in-cosmetics Global. Setting objectives is an important part of any event. Build a S.M.A.R.T strategy (Specific, Measurable, Attainable, Realistic and Timely).

Storm has provided some questions below to help define your strategy, including:

- Who is your target audience?
- Are you launching a new product or offering a show special?
- Are you sponsoring a feature, function or show special?
- Refine your key messages – why should visitors connect with you at in-cosmetics Global?
- What channels will you use to promote your company?
- Should you hold an on-stand briefing to alert the media and gain maximum exposure? A short presentation and Q&A can provide the media with enough material to cover your news.

3

months to go

Alert the media (three months)

Contact the media and let them know about your involvement at the show.

Issue your show press releases as early as possible to achieve cut-through in your target trade media.

Releases may be used for news coverage as well as show previews.

Continue to distribute and pitch your show news to media closer to the event, inviting key journalists to visit your stand for one-to-one interviews and live at show demonstrations of your new product launches.

Upload your press releases to your in-cosmetics Global exhibitor profile, accessed using your personal login (as provided by in-cosmetics).

1

month to go

The countdown is on (one month)

Use the last few weeks leading up to the show to firm up your onsite schedule and promote your trade show appearance.

Notify Storm of any media events taking place on your stand, or at the show venue.

On social media? Create a calendar of posts to keep your channels busy while you're at the show. Keep your content varied and interesting with video interviews, photography, testimonials and more. Be sure to use the show hashtag #incosGlobal.

Invite your customers to visit your stand, attend your product launches or educational sessions.

Meeting the media at in-cosmetics Global is a great way to bring your company to the attention of the media. Approach your top tier titles and coordinate a time to meet at the show.

Offering face-to-face interviews on current trending topics is a fantastic way to gain good quality coverage and position your company as knowledgeable and industry-informed. Keep Storm informed of your latest developments by emailing them at in-cosmetics@stormcom.co.uk.

2

weeks to go

Two weeks to go!

Finalise your press packs and capitalise on any last-minute media opportunities.

Send your digital press packs to the in-cosmetics Global Storm PR team by 12th April 2024 to ensure media attending the show receive your news.

Follow up any last-minute press releases or media invites to visit your stand at the show.

Prepare your team. Make sure your show team is knowledgeable on the product or service you are promoting. Try to ensure that your key spokespeople have media training, or are briefed on what they can and cannot say.

Prepare Q&A documents and specific holding statements for any potentially controversial issues that may arise (if any).

Remember, nothing is ever 'off the record'.

Identify your key spokespeople. Provide everyone with the details of who to direct media enquiries to and most importantly, make sure stand staff are aware they should not talk 'business' with the media.

NEED HELP WITH YOUR PR?

Storm is offering exclusive PR support in the run-up to and at the show to ensure the media are aware of your company and offering. Please see options below:

Pre-show PR package (Only 5 available)

£3,500

Content deliverables

- SEO-friendly, written content for your online profile on the in-cosmetics Global website.
- 1 press release written and issued to key industry media announcing what you will be presenting/demonstrating at in-cosmetics Global.
- Thought-leadership editorial to highlight new products/solutions and their value to the industry.
- Recorded Zoom interview to promote your article.

Get in front of the media

- Creation of an engaging press pack material, showcasing your products and services. Which all registered media will access in advance of the show. Make sure to send it to potential clients on your database prior to the event to invite them to your stand.
- Guaranteed 5 international pieces of media coverage (depending on whether announcing new product/service).

On-site PR package (Only 10 available)

£1,500

Content deliverables

- Filming & editing of a 60 second (max) promotional video. For your own use as well as on in-cosmetics Global social channels and website.
- Post-show press announcement. This will be issued to all media in attendance and key international media. Guaranteed coverage (amount dependent on strength of news).

Meet the media

- Storm will arrange for you to meet 2 influential journalists and give them a tour of your stand and products.
- If the media are not in attendance, we will arrange a virtual tour and interview of you and your stand (Dependent on strength of story).

Visit the in-cosmetics Global website for
more information



MEET THE STORM TEAM

Feel free to contact any member of the Storm team on +44 (0) 20 7240 2444 or in-cosmetics@stormcom.co.uk for advice on enhancing your PR strategy at in-cosmetics Global.

During the show, don't forget to pop by the media centre and keep us informed of your show success. We'll be looking out for news on exhibitor events, new products and services, and show success stories to share on social media and for pre- and post-show review coverage.

Finally, enjoy the show! Exhibiting at a trade show is an effective way to meet directly with your existing client base and new potential customers. To get the most of your trade show investment, you can use PR and marketing to drive awareness, and traffic to your stand while gaining coverage in your target trade publications.

We look forward to seeing you at in-cosmetics Global in April 2024.



Adam Craig



Naomi Thornton



Olivia Evans-McCaffery



Frankie Banton



Katie May

STORM



STORM COMMUNICATIONS

ALDWYCH HOUSE
71-91 THE ALDWYCH
LONDON
WC2B 4HN

[HTTPS://WWW.STORMCOM.CO.UK](https://www.stormcom.co.uk)

+44 (0) 20 7240 2444