



THE UTILITY EXPO 2025 EXHIBITOR

# Public Relations Guide

Strategies to Maximize Media Coverage and Engagement





## WHY MEDIA RELATIONS MATTER

The Utility Expo is one of the industry's premier trade events, attracting top-tier journalists, trade media, local media, influencers, and digital content creators from across North America and beyond.

Effective media relations at the show can:

- Drive booth traffic and qualified leads
- Enhance your brand reputation and visibility
- Position your company as an industry thought leader
- Extend your reach long after the show ends

The Utility Expo PR Team is your media relations partner. Whether you're launching a new product, announcing a partnership, or simply looking to raise your profile, we're here to help.

To request a complimentary PR strategy session, contact Sandra Mason, Senior Director of Public Relations, at [smason@aem.org](mailto:smason@aem.org).



## START YOUR MEDIA STRATEGY NOW

Successful media engagement starts well before the show. Build your plan using a mix of proven tactics:

- **Press Releases** Share newsworthy updates such as product launches, partnerships, innovations, and show plans. Include compelling headlines, key benefits, and booth location details.
- **Storytelling Content** Go beyond announcements with narrative-driven releases. Highlight real-world case studies, customer success stories, sustainability efforts, or behind-the-scenes innovation.
- **Social Media Integration** Use platforms like LinkedIn, Instagram, and X (formerly Twitter) to amplify your media efforts and engage with show attendees and reporters in real time. Tag @UtilityExpo and use #UtilityExpo to boost discoverability.
- **Multimedia Assets** High-quality photos, videos, graphics, and animations can significantly improve media pickup and online engagement.
- **Newsroom Sponsorships** Maximize visibility with sponsorship in the official newsroom—the hub for working journalists at the show. Contact Sandra Mason or your Account Success Advisor for a customized plan to enhance your efforts.
- **NEW: Thought Leadership Opportunities** Consider offering a spokesperson to discuss key industry topics. We can help position your experts for interviews or background briefings with media seeking insight on trends and technologies. Send an email to [showmediaservices@aem.org](mailto:showmediaservices@aem.org) to discuss.





## CONNECT WITH THE RIGHT AUDIENCES

The PR team has curated a comprehensive approach to help you reach key media and local stakeholders:

- **The Utility Expo Sunday Update** Every other Sunday (starting May 2025), exhibitors will receive the latest media list, tips, and opportunities directly in their inbox. These updates ensure you're aligned with emerging media priorities. Send an email to [showmediaservices@aem.org](mailto:showmediaservices@aem.org) with the name and email of your PR contact.
- **Your PR Contact Shared with Media** We're compiling a list of exhibitor media contacts to provide to credentialed press, making it easier for journalists to connect with your team directly.
- **Local Louisville Media** Have a community story, charitable initiative, or impactful product? We're pitching select local stories to Louisville-area outlets. Let us know by emailing that information to [showmediaservices@aem.org](mailto:showmediaservices@aem.org).
- **Media Near Your Headquarters** Reach out to business publications in the cities where you operate. We're happy to help you shape your story for these outlets.
- **Customer-Driven Media Stories** Ask key customers if they'd be willing to speak on your behalf. If so, consider pitching media in their region with a co-developed narrative that reflects real-world success.
- **NEW: Post-Show Follow-Up Campaigns** After the show, share recap materials with key media contacts, including stats, highlights, and ongoing storylines to extend coverage momentum.



## CRAFT A COMPELLING MESSAGE

When writing media materials, clarity and relevance are essential. Keep these best practices in mind:

- **Use the correct event name:** Always refer to the show as “The Utility Expo”
- **Be specific:** Include your booth number and location (e.g., “Booth #2034 in Lot K”)
- **Highlight what’s new:** Media are especially interested in what’s debuting at the show
- **NEW:** Check out the [Media Interest Checklist for Exhibitors](#)
- **Use the prompts** to identify what might catch the eye of national, business, tech and local media covering The Utility Expo. Think about how your booth, equipment, and people can help tell the broader story of innovation, workforce development, infrastructure, and community impact.
- **Provide logistics:** For press events, include full date, time, and location
- **Use editable formats:** Send documents in Word (.doc or .docx) to make it easier for media to quote or adapt your content
- **Press release ideas:** You’ll receive sample press releases templates in the Sunday Update emails
- **Build a Complete Digital Press Kit:** Upload your digital materials to [The Utility Expo online press hub](#), items to include:
  - News releases
  - High-resolution images (min. 2400x3000 pixels, 300 DPI, RGB and CMYK)
  - Product videos (min. 1920x1080, landscape orientation)
  - Brochures, spec sheets, and company background info
  - Media contact details and booth number
  - [Submit your media kit here.](#)





## ON-SITE MEDIA ENGAGEMENT IN LOUISVILLE

The Utility Expo will have a dedicated media team and on-site newsroom to support interviews and content creation.

- **Host a Press Event at Your Booth** Planning to make a major announcement? Schedule [a press event](#) at your booth or a reserved meeting space. Submit your event details [using this form](#).
- **Note:** Time slots are not exclusive, but we work to avoid overlaps. We'll share your event in the official media calendar, but... **You are responsible for inviting media**
- **NEW: Quick-Pitch Showcase!** On Tuesday, October 7 from 7-8:45 a.m. We will be hosting The Utility Expo Quick-Pitch Showcase. Watch for more information in the Sunday update emails on the room location and registration.
- **Use the Newsroom** for quieter, more productive interviews, take advantage of the dedicated newsroom space:

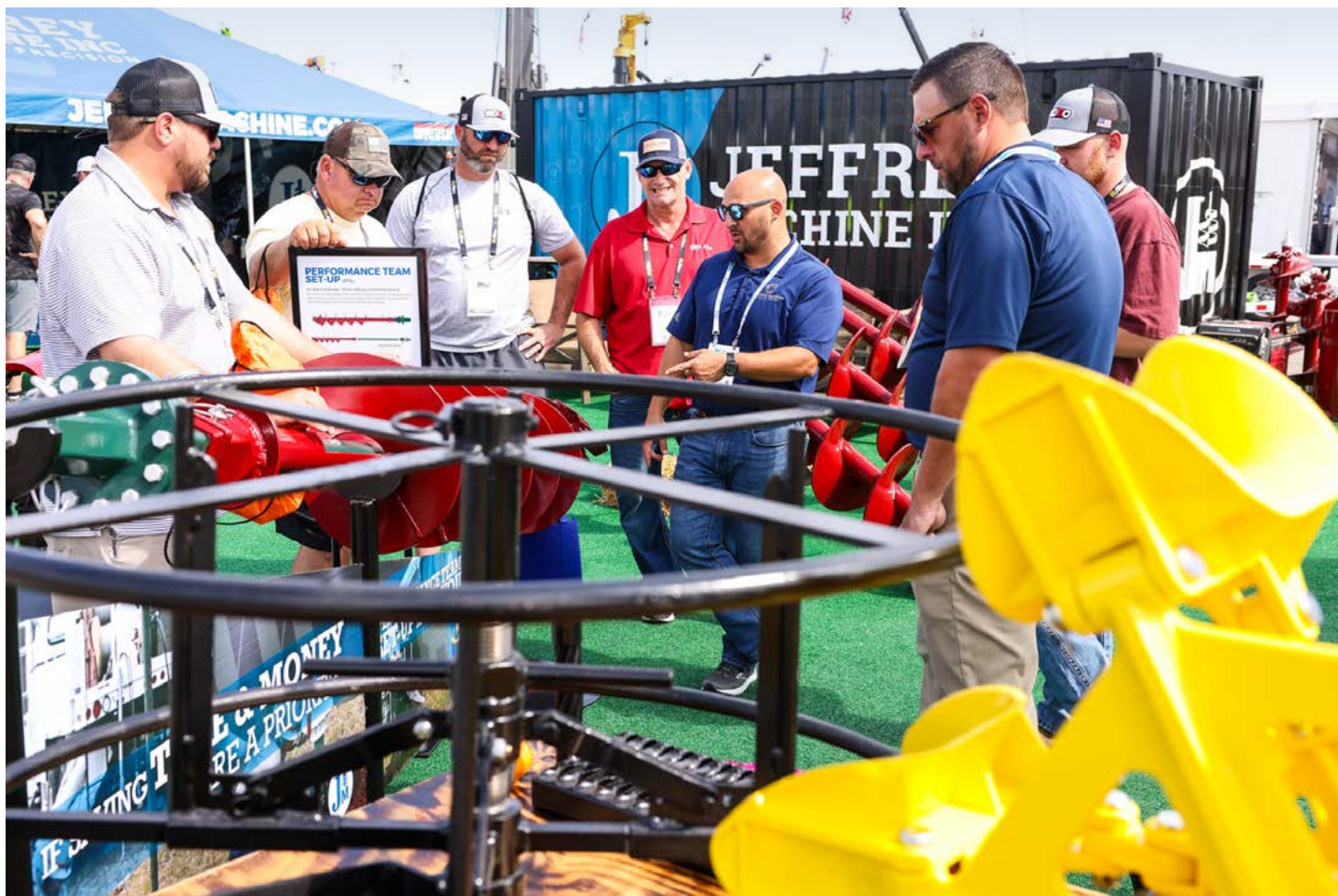
**Location:** South Wing C Hall Room 105 (Note New Location from 2023)

**Hours:**

**Monday:** Noon to 5 p.m. ET

**Tuesday–Wednesday:** 8 a.m. to 5:30 p.m. ET

**Thursday:** 8 a.m. to 2:30 p.m. ET



## BONUS TIPS FOR MAXIMIZING MEDIA IMPACT

- **Media Training:** Prep your spokespeople with talking points and media interview best practices.
- **Live Coverage:** Consider doing live demos or product reveals via LinkedIn Live or Instagram Stories during the show.
- **Monitor Coverage:** Track mentions using tools like Google Alerts or a media monitoring subscription service and share positive coverage internally or via social media
- **Repurpose Content:** Turn interviews and coverage into post-show blog content, sales collateral, or social proof in your marketing

## CONTACT

If you have questions or would like personalized PR support, don't hesitate to contact The Utility Expo PR Team – Mary Stratton and Sandra Mason at [showmediaservices@aem.org](mailto:showmediaservices@aem.org).