



Press Release Tips / Template ABC Kids Expo

Follow these guidelines and the template on the next page to create a professional press release that will attract attention to your product and booth at ABC Kids Expo.

A few basic tips before you begin...

- Keep the total length of your release to two pages or 400-500 words
- Avoid using "I", "we" or "you"
- Use a standard font, such as Times New Roman or Helvetica in either 10 or 12-point size
- Body text should be single spaced, with one line of space between paragraphs
- If possible, include images either embedded within the release or as attachments
- Use standard, one-inch margins
- Make sure to proof read!



INSERT COMPANY LOGO

FOR IMMEDIATE RELEASE:

TBD, 2017

CONTACT:

NAME

PHONE

EMAIL

INSERT HEADLINE

TIP: Grab readers' attention with clear, easy-to-read language clearly communicating the release's content; headline should be 80-170 characters, BOLD and centered.

INSERT CITY, STATE—

TIP: The first paragraph should include: who, what, when, where, why and how. Give the reporter the facts they need up front.

INSERT PARAGRAPH ABOUT THE COMPANY

TIP: Use short, succinct sentences to provide background and context to support the facts introduced in the first paragraph.

INSERT QUOTE FROM COMPANY

TIP: This should be from the top spokesperson at the company (owner, president, CEO, etc.) and explain the 'why' behind exhibiting or unveiling a product at ABC Kids Expo.

INSERT SHORT PARAGRAPH TO SUMMARIZE AND WRAP UP

TIP: Be sure to conclude with instructions on how the reporter / reader can find additional information; always include a hyperlink to the company website and a phone number.

For more information about ABC Kids Expo: <http://www.theabcshow.com>.

About INSERT COMPANY NAME

TIP: The boilerplate is a short, factual paragraph describing what your company does. This can be 'evergreen' and inserted at the end of every press release.

About All Baby & Child, Corp.

All Baby & Child, Corp. (ABC) is a non-profit organization founded in March 2003. It is a partnership of juvenile products manufacturers and industry retailers whose primary objective and purpose is to act as a business league that helps organize and produce trade shows and educational conferences for the benefit of juvenile products manufacturers, industry retailers, trade media, distributors and manufacturers' representatives of juvenile products.

About ABC Kids Expo

ABC Kids Expo is a private trade show for the juvenile products industry and is not open to the general public. It is the premier juvenile products specialty show in the world, with over 900 exhibitors utilizing 3,000 booths.

2017 Show Information
15th Annual ABC Kids Expo
October 17 – 19, 2017
Las Vegas Convention Center
Las Vegas, NV

For more information: www.theabcshow.com.

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