

Media Kit Planning

Trade shows provide the perfect venue for launching a new product or service, the first-step in planning this launch is preparing a media/press release – but, don't forget the second step – the media kit. Your media kit should include:

- your media/press release.
- facts and statistics.
- product brochures and sell-sheets.
- samples of recent published stories.
- awards.
- background information about your organization.
- high resolution images (and download information to access the images).
- any additional details you feel are key to telling your story.



PRESENTATION is Key

All of the items on the checklist should be gathered into a thoughtful presentation that tells your story the way you want it told. Don't just place of pieces of paper in a folder and hand it to someone and hope they interpret it the way you want – think about the presentation.