

Press Release Submission Tips:

The Rental Show Online Press Room | 2014

Bawden & Lareau Public Relations

Bawden & Lareau Public Relations (B&LPR) has been selected by **The American Rental Association** to assist exhibitors with press outreach related to their participation in The Rental Show in Orlando, FL this coming February.

This guide is intended to explain how to submit news releases to the online press room using the automated submission feature on the website.

If you have problems or questions concerning the site, how it works or how to extend your reach to the media in advance or during the show, please feel free to contact B&LPR directly at mike@bawdenlareaupr.com or via phone: 563.359.8654.

Instructions:

1. Click on the “Submit Your News” link in the main menu (it’s located in the drop down menu when you hover over the “For Exhibitors” link). Then complete as many of the fields in the submission form as possible.
2. Here’s a helpful guide to understanding/using this online form:

Subject	Tips/Hints
Headline	<p>(This is a required field)</p> <p>The headline needs to be a concise, one-sentence description of your story. Please try to keep the headline to less than 100 characters in order to make it shareable via social media.</p> <p>Longer descriptions or explanations about your company or your story can go in the “Story Summary” field (below).</p>
Story Summary	<p>(This is a required field)</p> <p>The story summary is the only part of your story that is readable on the homepage of the press room – for that reason, it should be the “lead” to your story and include the trade name/brand name of either your company or your product.</p> <p>Please keep the story summary to 300 characters or less so it can be easily indexed by search engines, making your news easier to find on the Internet.</p>

Subject	Tips/Hints
News Release	<p>(This is a required field)</p> <p>Obviously, this is the most important part of the form. Include the body of your news release here and try to keep it to 700 words or less.</p> <p>You don't have to re-type a news release into this field. You can copy (Ctrl+C) and paste (Ctrl+V) it into the field of the form.</p> <p>NOTE: Please do not try and embed photos or video into this form. We have included an ability to upload photography and link to video content in later sections of this form.</p>
Booth Number	<p>(This is a required field)</p> <p>Please include your booth number so we can tell journalists where they can find you if they're interested in talking about your release in more detail during the show.</p>
Categories	<p>(This is a required field)</p> <p>Choose one: Construction, General Tool or Party/Events.</p> <p>We will add your company name as an additional category so journalists will be able to find your news quickly and easily.</p>
Press Contact Name	<p>(This is a required field)</p> <p>This website is intended to aid journalists in contacting people at your company who are either qualified to talk about the news in the release or are trained to aid them in getting the information they need to write a story.</p> <p>The press contact should not be a salesperson or brand manager unless that person is qualified to speak about the product or service featured in the release in a way that is fact-based and (relatively) unbiased.</p>

Subject	Tips/Hints
Company Name	(This is a required field)
Contact Phone Number	<p>(This is a required field)</p> <p>This should be the press contact's phone number and may also be used by the PR firm managing this online press site to clarify information in the submitted release or to discuss issues/questions regarding photography or submitted video content.</p>
Contact E-Mail Address	<p>(This is a required field)</p> <p>We ask that the contact e-mail address be re-confirmed on the form because this is the first contact method used by both the folks managing the online press room (to get okays for publishing) and by most journalists working in advance of The Rental Show.</p> <p>A bad or invalid e-mail address can result in your news release not getting published.</p>
Company Web Address	<p>(This is a required field)</p> <p>Web addresses need to include the "http://" in front of the URL in order for the form to be accepted.</p>
Post Image	<p>Please upload high-resolution files of no more than 5MB per image via this form.</p> <p>If you need to submit more than four images or if your images are larger than 5MB each, please contact us at mike@bawdenlareaupr.com in order for us to make alternative arrangements for receiving your files.</p> <p>All photo captions will include the story summary (submitted at the top of the form) and your booth number at The Rental Show.</p>

Subject	Tips/Hints
Link to Video Content	Please provide a URL to a YouTube, Vimeo or similar online video file to embed into the news release page. The title of the video on the video site (e.g. YouTube) will be used as the title of the video on the press page.
Captcha	<p>(This is a required field)</p> <p>Since we're allowing exhibitors to build their own news release pages, we've installed the Internet's leading SPAM filter.</p> <p>You must successfully complete the Captcha challenge in order for your release to be submitted successfully for review.</p>

3. Once you've completed the form, click on the "Submit" button and your release and corresponding images will be uploaded to the website.
4. At the same time, someone in The Rental Show press office will be notified that you've submitted a release. We will review the release, correct any spelling or grammatical errors and finish building the web page where the release will be displayed.
5. Once the page is built, we will send you a link to the page for review and approval. We may also have a question or two in order to try and clarify information for journalists interested in reading your news. When you review the release, please double-check the following for accuracy:
 - Your name and contact information
 - Your company's name and the brand name of the product(s) in the release.
 - The caption information below each photo and video
 - The summary of the article to make sure it's accurate.
 - The booth number for your company.
6. If you have any changes, please notify us (by replying to our email) as soon as possible and the changes will be made.

Do you have more than one news release?

The Rental Show press site can accept multiple news releases from exhibitors but they must be submitted one at a time. After you submit the first release, you will

need to re-set the form by clicking on the “Submit Your News” link in the main menu drop-down and then start the process again from the beginning.

Some computers/browsers may retain the information you provided in specific fields from the last time you filled out the form – if that’s the case, the repeat submission process should be even easier.

Have any questions?

Feel free to contact B&LPR with questions by emailing us at: mike@bawdenlareaupr.com or by calling 563.359.8654.