

INTRODUCTION

This dedicated Marketing & Publicity Manual has been created to help you maximise your presence at FPS EXPO this year and get noticed by the media.

However tempting it may be to put this manual aside please spend a little time, sooner rather than later, to read it. If you have a Public Relations representative or company email Joan Wheat jw@fpsonline.co.uk, who will forward a copy of this manual to them.

For those who have no marketing or public relations support and are looking for assistance in publicising their involvement at FPS EXPO 2012, we can put you in touch with an agency who offer cost effective packages.

Remember we're here to help... before, during **and** after the event.

FPS EXPO is an ideal platform to launch new products or to present your corporate image to the media, your customers and to the rest of the industry.

This PR Manual has been designed to help you make the most of, and add value to the investment your company has made by taking a stand at the show.

As organisers, we aim to attract the right quality and quantity of visitors needed to generate the highest levels of business. By undertaking your own targeted advertising, direct mail and publicity campaigns you can reinforce the promotional activities carried out by the FPS EXPO, ensuring maximum footfall to **your** stand.

The following pages detail the marketing and publicity opportunities that are open to you as an exhibitor. To help promote the show we need as much information from you as possible. The more we know about your company, its products and plans for the show itself, the better placed we are to promote what you have to offer.

If you need further information on any of the sections in this Manual – or if you have a good idea you want to explore to raise your profile – please call Stephanie Freeman, Press Officer, 07961 149399 or email Stephanie on sf@fpsonline.co.uk.

Don't forget!

Complete the Press & Publicity Form at the back of this manual as soon as possible. Remember this is your chance to tell us about any new products or services you are launching at FPS EXPO 2012, we then let the press know exactly what's happening at our event. Once completed send it back to Stephanie Freeman, but we need them returning by 29 February 2012.

Be in the news - keep our PR team informed!

Tell us as soon as you can about any new events, key launches and developments and visiting celebrities or VIPs such as:

- Future strategy and planning
- Market statistics
- Organised events at FPS EXPO 2012
- Product launches
- Quotes from Senior Management
- Visiting celebrities, VIPs or lookalikes

The earlier we receive your information, the earlier we can help to raise your profile and help achieve your marketing objectives. However, please ensure that your information is relevant to your activity and planning for FPS EXPO 2012

Submit your PR Contact Details

To help the FPS EXPO PR Team keep your PR contacts informed and up to date, complete the PR/Publicity form and include your PR team's contact details.

We wish you a very successful and enjoyable FPS EXPO 2012!

To ensure that you get the most of exhibiting at FPS EXPO 2012, ensure you pass this manual on to your PR Manager, Marketing Manager or Agency.

If you would like additional copies, call Joan Wheat on +44 (0)1565 631313

PRE-SHOW MARKETING ACTIVITIES

Let your key contacts know that you are exhibiting

It is essential that your key contacts know you are exhibiting at the show. A personal invitation by post or email is, without doubt, the most effective method of communicating this message.

Use the FPS EXPO 2012 Logo on all your mailings and emails, don't forget to add your stand number too.

For a pdf of the FPS EXPO 2012 logo please email Vanessa Cook vc@fpsonline.co.uk

Get your FREE listing in the official guide

The official guide, produced as part of the Spring edition of Downstream magazine, will be mailed out to every FPS member and handed out free to every visitor. Let them know where to find you and what you have to offer. Its lifespan far exceeds the two days of the show so make sure that your FREE entry and product listing is in by the deadline **Tuesday 31 January 2012.**

Take advantage of exclusive advertising opportunities

Make sure that the marketplace knows where you are exhibiting. A special package is available for advertising in Downstream plus the Show Guide.

For more details contact Shirley Price, Advertising Manager, on 01584 877442.

Add the FPS EXPO 2012 logo to your adverts and direct mail

To enhance your promotional campaign around the show use the FPS logo – plus your stand number – on any advertisements or direct mail pieces that you run.

Email vc@fpsonline.co.uk to request an electronic version of the logo.

Put the FPS EXPO 2012 Banner on your Emails and Website

Let visitors to your website know that you are exhibiting at FPS EXPO 2012 by adding our moving banner to your emails and website. By clicking on the banner visitors can get up to the minute information on the event and register for free entry.

Email vc@fpsonline.co.uk to request details of how to add it to your site.

Tell all your colleagues that you are exhibiting

Make sure that everyone in your company is aware that you are exhibiting at FPS EXPO 2012, so that this information can be passed on to all your clients.

PUBLICITY & PRESS OPPORTUNITIES

Introduction

Again this year we are using PR strategically to attract visitors and exhibitors to FPS EXPO 2012.

Our aim is to secure coverage both for the show and for our exhibitors. We can help you place newsworthy information into trade media to attract attention to your products, services and brand, as well as publicise your stand to visitors.

Through the FPS we have the full backing of the industry's leading publication Downstream. Equally we encourage you to commit fully to publicising your participation in the show so that you are able to maximise your investment.

PR Support

Our Press Officer is Stephanie Freeman 07961 149399 – email sf@fpsonline.co.uk. Stephanie will be writing regular press releases and distributing them to all industry media. The press releases will cover show features and details of relevant exhibitors.

Top ten PR tips for a successful FPS EXPO 2012

Achieving great PR and getting noticed by the media is simply a question of hard work, application, preparation and early planning.

Identify what could really set you apart from your competitors. Think about offering the media a unique opportunity on your stand, like the chance to attend your launch with added hospitality.

Effective PR doesn't have to 'break the bank'. Whether it is a launch or repositioning of a brand or technology, certain principles are fundamental to any new venture: know your competition, plan early, identify what makes your products & services special or distinctive and remember that first impressions last longer.

Successful PR needs the finest basic ingredients including an overview of the market and how you fit into it, examples of your market success, with case studies of satisfied customers and creativity in your approach to finding good story angles.

Our top ten PR tips for a successful FPS EXPO 2012

1. Start early

Give yourself a minimum of four to five months preparation time. Journalists need to plan their coverage of FPS EXPO 2012 as much as you need to plan your approach to them. To meet the Jan-June coverage deadlines for FPS EXPO's PR programme you must start thinking about content now.

Good questions to ask yourself include; what sets you apart and makes you different from your competitors? What do you plan to promote at FPS EXPO 2012? Is there anything new that will be of interest, such as new additions to your market, new plans for FPS EXPO 2012, new contributions to the industry, new to your country, or new to your customers?

Prepare your content ideas in advance to meet the deadlines, the earlier the better, then start developing your press materials and include market information to back-up market demand for what you are talking about. Pre-event articles are designed to promote and encourage "buzz".

2. Highlight why you are different

What sets your product or service apart from others and why? What are the differences, why would the media care? Appoint a spokesperson for your company and offer them to the press for FPS EXPO 2012 PR interviews to talk about your market approach and why it works.

3. Develop a case study or two

Invite a customer to endorse your product. Ask your customer to provide a quote for a case study to promote how and why they have benefitted from using your products and services.

4. Pictures tell a story

Make sure you have at least one good picture to send out with your pre-event press materials. Take a shot which illustrates the use of your product in the marketplace, or take a photo of an unusual service or facility.

5. Get good writers and PR people on board

It makes sense to get great story writers and PR people on board - preferably individuals who have previous experience working with the oil distribution industry and who know your target media. The more professional in your approach, the more professional you will appear to the press.

6. Create a list of your media contacts

Include all press contacts that you would like to target at FPS EXPO 2012 – The FPS EXPO PR team can help you with this. Invest time in putting together the best possible list that includes freelancer journalists who specialise in covering your specific products. A good freelancer can do multiple stories and can get enough material for stories at FPS EXPO 2012 to fill their calendar for the year.

7. Forget expensive gifts and mailings

The important media are often not allowed to accept gifts of value and prefer a good lead to a story. Save the money and invest in photography or video footage and offer them a 'scoop' – an interview with a top industry guru or a major customer.

8. Look for stories

Press will need to identify interesting stories to cover and the more unique ideas you can find to feed to the press the better. For example, are any of your staff well known in the oil distribution business? Do any of them have motivating or fascinating experiences to tell? Extraordinary human interest stories can make national headlines. Are there any unusual facilities or services that enhance your product offering?

Some of the angles we've had success with in the past are: unusual use of products; business success despite potential obstacles; predictions of future technology drivers in the market; how products have helped other businesses; special services or interesting niches; how technology is transforming the oil distribution industry.

9. Think 'outside of the box' to make an impact

10. And finally...

Everything builds from a strong foundation so once you implement these ten tips; you've laid the groundwork for a successful PR campaign. However it doesn't end there. Push your campaign further to gain the greatest return and sustainable effort, and that effort will see results increase right up to the event and beyond.

Give yourself the luxury of time, be creative and invest in the basics - market intelligence, strong writing and good photography and you have the ingredients for PR success. Have a great FPS EXPO 2012.

On-site Press Office & Press Packs

Each year we have journalists from leading magazines, including Commercial Motor, Motor Transport, Transport News, Trucking, Fleet Transport, Petroleum Review, Hazardous Cargo Bulletin and Fuel Oil News to name but a few, attend the show and their first point of call is the onsite press office where they gather information on who is exhibiting and what new products and services are being launched. Exhibitor press packs are therefore very important.

Our aim during the show is to ensure that journalists and editors enjoy their visit and that their time is productive, so they can easily find the information they need to write print and online content for a wide range of trade media. We will run a press office that will have information on the show and exhibitors, news desks for writing and transmitting reports, refreshments and a quiet area to unwind.

Prepare a Press Pack

The onsite press office is the first port of call for all visiting journalists, so make an impact. For maximum effect have your logo on your press releases. Your press pack should contain:

- A press release detailing your news (product launches, promotional initiatives and business changes). Don't forget to include contact details should the journalist require further information or a quote.
- A summary of company background, who you are, what you supply, etc. This should be on one side of A4
- Good photography with a clearly labelled caption as the file name.
- Do not include company literature or newsletters in the press pack
- Please note that sales material is not permitted in the FPS EXPO 2012 Press Centre.

Press Pack Memory Stick

The 2012 press office will again be digital and we will be providing visiting journalists with memory sticks containing all the press packs from our exhibitors rather than paper press packs.

If you would like to submit a press pack to be included on the press pack memory stick please send your press releases and photos by email to our press officer Stephanie Freeman on sf@fpsonline.co.uk by Monday 26 March 2012.

Your press releases for your press pack need to be sent in pdf format and photos in jpeg – do not send company literature or newsletters as they will not be included.

PLEASE DO NOT SEND US PAPER PRESS PACKS.

If you have any questions or need help preparing a press pack please contact our press officer Stephanie Freeman on 01270 883782 or 07961 149399 or via email sf@fpsonline.co.uk

Book the official Show Photographer

You can book the official show photographer if you would like high quality images for future PR and marketing campaigns, particularly if you are organising on-stand activities.

An official photographer will be available for all two days of the show but they will be in demand so we recommend you book well in advance.

For more details contact Paul Watkins
Tel: +44 (0)1952 252370
Mobile: +44 (0)7970 559982
Email: info@paulwatkins-photography.co.uk

Measure your success and gather testimonials

Record the amount of visitors you get on your stand and where possible get their reactions to your new products. Try to get some positive quotes that you work into your post show press releases.

POST-SHOW MARKETING ACTIVITIES

We'd love to hear how you did at FPS EXPO 2012

Try to calculate the amount of business you generated as a result of FPS EXPO 2012 in monetary or publicity terms and let us know.

We would also love to hear of any case studies so we can include them in feature articles.

Finally, let us know your thoughts/feedback in testimonial form – we may be able to use them in future press releases and promotional material.

MEDIA LIST

These magazines may be interested in receiving information from you about what your plans are for FPS EXPO 2012

- BIFA Link (British International Freight Association)
- BigLorryBlog
- Biofuel Review
- Biofuels International
- Bulk Distributor
- Commercial Motor
- CVT
- Downstream
- energy engineering magazine
- European Oil & Gas
- Eurotransport
- Export & Freight
- FACTS - Fleet, And Commercial Transport in Scotland
- fastFORWARD
- Fleet Transport (Ireland) formerly Fleet Management
- Forecourt Trader
- Freight
- Freight Industry Times
- Fuel Oil News
- H&V News (Heating & Ventilating News)
- Hazardous Cargo Bulletin (HCB)
- Heating and Plumbing Monthly
- HGV UK.com
- HIP magazine
- HVP (Heating Ventilating & Plumbing)
- HVR (Heating and Ventilating Review)
- Insite
- Ireland's Forecourt & Convenience Retailer
- Logistics & Transport Focus
- Logistics Business Magazine
- Logistics Manager
- Lube Magazine
- Motor Transport
- OGN (Oil & Gas News)
- Oil Fired Up
- Oil Installer
- Petro Industry News (PIN)
- Petrol Plaza
- Petroleum Review
- Petrolworld
- Plumbing & Heating Engineering
- Plumbing & Heating in Northern Ireland

- Plumbing, Heating & Air Movement News
- Professional Heating & Plumbing Installer
- RoadWay
- Roadtransport.com
- The Daily Telegraph
- The Economist
- The Guardian
- The People
- The Scotsman
- The Sunday Times
- The Times
- Transport Engineer
- Transport Journal
- Transport News
- Transport News Brief
- Transport Times
- Truck & Bus Builder
- Truck & Driver
- Trucking
- Truckstop News

EXHIBITOR PRESS & PUBLICITY FORM



Please complete and return this form in as much detail as possible. Of particular interest are **product demonstrations** or **launches** you may be doing or any **competitions** you are holding. In fact anything you are doing at the show which can be used as a PR opportunity and will be uploaded onto the show website and used to provide news and information for visiting journalists. Please also supply **photographs** by email if you have them.

Please email your completed form to **Stephanie Freeman, FPS Press Officer**, at sf@fpsonline.co.uk or fax to 01270 883782 by 29 February 2012

Company Name	
Stand Number	
Address	
Tel No	
Contact Name	
Job Title	
Email	
Website	
PR Agency Name and Contact	
PR Agency Tel No	
PR Agency Email	

Q1 Please specify the core focus of your business i.e. plastic tanks, tanker manufacturer, insurance company etc.

Q2 Which products/services will you be displaying on your stand; who will they most appeal to and why?

Q3 Are you planning to launch any new products or services at the exhibition? If yes, please give FULL details

Q4 Please provide details of any competitions or giveaways you are planning at FPS EXPO 2012 and also let us know if you are planning on any VIP visits:

Q5 Essentially, why have you decided to exhibit at FPS EXPO 2012 and what are you hoping to get out of the exhibition? (Please submit a direct quote if possible that we can use in PR material):

The information provided by you is for press purposes. It is designed to maximise your publicity opportunities prior to and during the show.