

MARCH 3-5, 2024 | JAVITS CONVENTION CENTER | NEW YORK

BE MEDIA READY AT IBS/IECSC NEW YORK 2024



Leverage the following tips to maximize PR at the show and get the most exposure for your brand from the hundreds of outlets, influencers and TV stations that attend.

- Share press materials, images and information on new offerings/product debuts/product launches, etc. with the Show Press Office at least two weeks ahead of the Show.
- Have high-res photos and video clips featuring brand spokesperson and/or new products available ahead of the Show and able to easily share during the Show.
- Always offer product samples and/or offer to ship product to media.
- Have your social tags clearly labeled at your booth and easily sharable.
- Make sure everyone working your booth is familiar with your company's key messages; if not, have them know to direct any questions to the onsite company spokesperson.

For more information, please contact your sales representative.