



PRESS AND PUBLICITY – Information for BCPC Exhibitors

The crop protection press is always keen to know about new products and services that are on show at the BCPC Congress and Exhibition. Trade press from the UK and overseas countries now visit the event in increasing numbers so there is an ideal opportunity to target them with your company's latest news about products and innovations.

Whether you have exhibited at the event before or are a first time exhibitor we hope that the following will be a useful guide to your PR options.

On the build up to the BCPC Congress visitors and exhibitors can be kept up to date with developments via the Congress pages on the BCPC website www.bcpc.org/Congress2005. But why not tell us about your show plans, product and brand launches, service offers and initiatives, anything at all that is linked with your plans for the BCPC Congress. If you send these to us we can then arrange for them to be posted in a 'News Section' in the Exhibition pages of the BCPC website. The BCPC Exhibition is your event and the more you tell us before the show, the more likely this will attract potential visitors to your stand.

YOUR STEP-BY-STEP PR GUIDE

- Start sending **relevant** press releases as soon as you can for inclusion in the News Section of the Exhibition pages of the BCPC website.
- Keep us informed about any special events you are planning for your stand (e.g. competitions, show initiatives).
- The BCPC Congress Programme and Exhibition Catalogue is the official BCPC publication for the event. Make sure that you make the most of your catalogue entry and for a small, additional extra cost, why not enhance this with your company's logo.
- Take an advertisement in the Congress Catalogue to further raise your company's profile at the event. Full media details and rates can be found on the BCPC website in the **Sponsorship and Advertising** section.

Send your new product stories to: Moira Hart, BCPC Press Office, Active Solutions, 2 Old Manor Farm, West End, Long Clawson, Melton Mowbray, Leicestershire, LE14 4PE, UK. Tel: +44 (0) 1664 822678 Fax: +44 (0) 1664 820062 Email: moira@activesolutions.uk.com.

PREPARING INFORMATION FOR THE PRESS

We have made these suggestions to help you present to the media, the information that they want and in the way that they would prefer to receive it. This



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should help to ensure more coverage for your company and its products and services.

- Give your release a title – a factual headline that shows what the release is all about.
- Introduce all the main points of your story in the opening paragraph.
- Ensure all new product news gives product features and benefits as well as prices, sizes, colours, materials etc. Imagine you are describing the product(s) to a time pressed buyer; what features would quickly impress them and catch their attention?
- A quote from your company spokesperson, commenting on the significance of your development may be useful – but avoid jargon, slang, opinion or boasts.
- All releases should be **double-line spaced** to ensure that they are easy to read.
- Keep your release **short – no more than two pages of A4** – and always make sure that they include the name and telephone number of your press contact for journalists to contact if they wish to follow-up.
- Releases accompanied by colour photographs, transparencies or disks are more likely to catch attention. Each release submitted should have one of the photographs attached. Alternatively, digital images can be supplied on CD or via email. Emailed images should be in jpeg format and have a resolution of 150dpi to ensure good enough quality for reproduction in a magazine. Word documents with images embedded are not suitable for reproduction, you should always supply the original image file as well.

Photographs supplied with press releases are unlikely to be returned by the media.

Press releases should be sent out to the press around three months before the event and should include the Congress logo. Although this may seem like a long time the press do need that amount of time to prepare and check details of their events features. Event previews do have a powerful influence on buyers and exhibition visitors so do ensure that you give your products and services the prominence that they deserve.

Copies of the Congress logo, for inclusion on press releases are available from the BCPC press manager, Frances McKim Email: edpress@bcpc.org

INTERNATIONAL PR

The BCPC Congress event has a strong international interest with both overseas visitors, speakers and exhibitors. There is therefore considerable interest from the international crop protection press to both the Congress itself and the supporting Exhibition.



BCPC PRESS OFFICE

The BCPC press office is there to help you maximise your presence at the event. It is the centre for visiting press who spend time in the press rooms checking press packs and the information gathered from the Congress sessions and whilst on exhibitors' stands, as well writing up their stories for immediate transmission back to head office.

The following suggestions will help you to fulfil your PR potential at the event. But please note that the press room is a 'working office' for journalists and photographers and although staff will welcome your news you will not be able to gain admittance to the press room once the event is open.

- Keep the Press Room staff informed of any announcements, press conferences or photocalls or company news that develops during the show.
- Supply a **MAXIMUM of 50 press packs** to the Press Room where they should be presented to the Press Officer on duty. Authority for the material to be displayed should be gained from the Duty Press Officer before material is left in the Press Room.
- Exhibitors must submit all releases by the start of the Congress at 14.00 on Monday 1 November 2005. Wherever possible, releases should make reference to The BCPC Congress – Crop Science & Technology 2005.
- Your press packs should contain press releases about new product launches and any relevant details about your show participation (as mentioned earlier). And do not forget to add your **STAND NUMBER**.
- Decide on a company press spokesperson who should be fully briefed to handle all press enquiries during and after the event.

THINGS TO HELP YOU AFTER THE EVENT

Many of the trade magazines both in the UK and overseas produce reviews of the BCPC Congress which usually appear during the month following the event. Follow up press releases **immediately after** the event and clearly marked with the event name / logo may be useful to the journalists preparing their reviews.

In addition photographs from the Congress and Exhibition will be available to access as low resolution images from the Press section on the BCPC website.

UK AND OVERSEAS PUBLICATIONS

A considerable number of trade journals serve the international crop protection industry. The following are some of the key journals that are known to have an interest and presence at the BCPC Congress 2004.



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Afrique Agriculture, 3 Avenue des Beguines, BP 8441 Cergy, Cergy-Potoise, Cedex 95807, France +33 1 34 35 0026 Email: africagri@afrique-agriculture.com

Agrow World Crop Protection News, T&F Informa, 69-77 Paul Street, London Tel: +44 (0) 20 70176843 Email: agrow@informa.com

Arable Farming, PO Box 432, Bury St Edmunds, Suffolk IP28 6WD Tel: +44 (0) 208 309 3943 Email: dkilburn@CMPinformation.com

Crops, Quadrant House, The Quadrant, Sutton, Surrey. SM2 5AS. Tel: +44 (0) 20 8625 4081 Email: crops@rbi.co.uk

Crop Protection Monthly, 6 Torcross, Calcot, Reading, Berkshire, RG31 7AT. Tel: +44 (0) 118 9417 539 Email: [cpmonthly@aol.com](mailto:cpmmonthly@aol.com)

Farm Chemicals International, 37733 Euclid Avenue, Willoughby, Ohio, USA 44094. Tel +1 440 942 2000 Email: fci_edit@meisternet.com

Farmers Weekly, Quadrant House, The Quadrant, Sutton, Surrey. SM2 5AS. Tel: +44 (0) 20 8625 4913 Email: stephen.howe@rbi.co.uk

International Pest Control, Research Information Limited, Grenville Court, Britwell Road, Burnham, Bucks, SL1 8DF Tel: +44 (0) 1628 600499 E.mail: info@researchinformation.co.uk

La France Agricole, 8 Cite Paradis, 75493 Paris Cedex 10, France Tel: +33 1 40 22 70 47 email: anne.gilet@gfa.fr

Irish Farmers Journal, Irish Farm Centre, Bluebell, Dublin 12, Ireland. Tel +353 141 99531 Email: adoyle@farmersjournal.ie

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