

*Dear Exhibitor: Our aim is to help you present a concise media overview for attending/covering media. Please find a template below to help you create a one- to two-page PDF. Please also reference the PGA Show sample of a press kit, available on the exhibitor media resources webpage. Let us know if we can be of special assistance – [Sherry.Major@RXGlobal.com](mailto:Sherry.Major@RXGlobal.com)*

## **Exhibitor Press Kit Template**

### **Company Name/Logo**

#### **Connect with Us at the PGA Show:**

- **Booth #**
- **On-Site Media/Marketing Contact:**
- **Show Week Special Events/Programs:**

#### **About Us**

(This is your story and mission – your “why.” Share how your business came to be. Describe your brand and its product in a few sentences. You can talk about your company mission statement and its current goals. You can also include aspects such as founding date, HQ location, where your product is manufactured, etc.)

#### **Company Leadership**

(Share company leaders names, titles and brief bio (optional). Designate spokespersons attending the PGA Show for media requests and how you would prefer to receive media interview requests – to media/marketing contact in advance or onsite? Ask directly to spokesperson in the booth?)

#### **Branding/Images**

(Let media know how to request use of company branding/logo or product images. Are branding/images available via a portal on your website? Do you have flash drives on site in your booth? Should media request these assets directly to your media/marketing contact?)

#### **Press Releases**

(Link to your press release web page at your company website or if you don’t have one, list the press release headlines here and note that they are uploaded to your documents section of your online Show Directory listing. These could be current or past press releases, new product announcements, updates about the company, partnerships and collaborations, etc.)

#### **Our Company in the News (optional)**

(Show reporters other articles and publications that you or your business have been featured in or talked about. This can include blog posts, interviews, magazine articles, articles on other websites, etc.)