

PR Timeline for exhibitors

PRESS EVENT

**DEADLINE
MONDAY
20 MARCH**

Contact the PR team by this date if you want to hold a press event.

Press events can take the form of an event at your stand or a press conference at our on-site Press Centre.

WEBINAR

**DEADLINE
TUESDAY
4 APRIL**

Open to all exhibitors especially if you plan on holding a press event.
Link to the webinar to follow.

This will cover:
How to engage the media with your news
How IMEX's new system can help you.

PRESS EVENT

**DEADLINE
MONDAY
1 MAY**

Send full & confirmed details of your press event to the PR team.

Press conference title
Press conference description
Contact details of onsite representative
High res logo.

ONSITE

**MONDAY 22-
THURSDAY
25 MAY**

The Press Centre will be open from 9.00am on Monday 22 May
Please come and meet the team.

Drop off small amounts of press material to be displayed at the Press Centre.
Keep the PR team up to date with your news onsite.

CONTACT emmablake@clareville.co.uk