



13-17 MAY 2012 – SINGAPORE

PRESS RELATIONS & THE MEDIA

GUIDELINES
FOR EXHIBITORS



PRIOR TO THE EVENT

Exhibitors are responsible for their own press and public relations relating to the show. However the TFWA Press Office can offer some assistance.

PREVIEW PRESS RELEASE

- › Send a short press release about the product(s) you are launching, including your company name, stand number and contact details, in Word or Pdf format to press@tfwa.com; it will be displayed free on the TFWA website for download by journalists.
- › Send a copy of your press release and an image to TFWA Daily on-site magazine (address on page 8).

- › Send a copy of your press release and an image to the key travel retail trade press (addresses on page 8) and the sector press relevant to your category for use in their preview issues. Deadlines vary but allow at least one month prior to the show.

ADVERTISING & SPONSORSHIP

- › You can advertise in the TFWA Show Guide and the Diary or sponsor one of the events by contacting j.grant@tfwa.com (details on page 4).
- › You can advertise in the on-site TFWA Daily magazine by contacting ian@pps-publications.com (details on page 8).
- › You may also wish to contact the trade press to arrange advertising in their preview and on-site issues (addresses on page 8).



PRIOR TO THE EVENT

(CONT')

PRESS REGISTRATION

TFWA offers free registration to journalists who will write about TFWA Asia Pacific & GATE ONE2ONE and the brands which exhibit at the show. Press badges are allocated at the discretion of the TFWA Press Office.

All journalists must prove their editorial status by producing a press card or letter of accreditation. Press are required to submit cuttings of their articles to the TFWA Press Office after the show.

› If you intend to invite journalists to visit your stand at the show or to attend your press event, and they are not already pre-registered, please contact for instructions press@tfwa.com

› Radio and TV crews must also be approved and registered by the TFWA Press Office – contact as soon as possible press@tfwa.com

ADVERTISING & SPONSORSHIP

The on-site TFWA Press Centre will display press material for collection by journalists. This free service is available to all exhibitors.

› Prepare 20 press kits containing your news release, contact details, stand number and a CD of images if required (no samples) and take them to Singapore for delivery to the Press Centre onsite. Courier/postal delivery is not possible.



PRIOR TO THE EVENT

(CONT')

EXHIBITION DIARY

The pocket-sized Diary contains detailed exhibition information including lists of exhibitors, business services, events and the layout plans of the exhibition villages.

- › Sent in advance to all pre-registered buyers & exhibitors in digital format.
- › Printed versions distributed to all badge holders on site.

EXHIBITION GUIDE

The Guide offers a comprehensive directory of exhibiting companies and their brands arranged by sector, product and alphabetical listing.

- › Printed copies available for all visitors.

ON-LINE EXHIBITION GUIDE

The convenient on-line Guide is a comprehensive directory of exhibiting companies with a powerful search engine. The industry's leading and most accurate on-line directory, it boasts thousands of visits each month.

- › Search exhibitors by brand name, company name, country, stand location.
- › Browse companies by product category, village, newness.
- › Save and print your selection of companies with their stand location on a map.

TO ADVERTISE IN THE EXHIBITION DIARY, THE EXHIBITION GUIDE OR THE ON-LINE EXHIBITION GUIDE

Contact: Jane Grant

E: j.grant@tfwa.com

T: +44 (0) 2871 342 388

M: +44 7831 096436

ON SITE



TFWA PRESS CENTRE

The Press Centre is located inside the exhibition. It is a private area where journalists can work, relax and collect exhibitors' press material from the display racks. It is also the contact point for the TFWA Daily team.

- › Deliver 20 press kits containing your news release, contact details, stand number and a CD of images if required to the TFWA Press Centre.
- › If you wish journalists to sample your products we suggest that you invite them to collect a sample from your stand. The TFWA Press Centre cannot distribute product samples on your behalf.
- › Messages for specific journalists can be displayed on the noticeboard.

PRESS BADGES

› All press must collect their Press Badge in person from the Press Registration desk; they will be required to present proof of identity and editorial status.

PRESS INTERVIEWS

Many journalists visit TFWA Asia Pacific & GATE ONE2ONE and may wish to interview your brand team. You are at liberty to decline.

› Arrange an appointment that suits your team.



ON SITE (CONT')

TFWA DAILY

A TFWA Daily magazine will be published on each day of the show; these issues are printed overnight and are available on display racks in the exhibition. These magazines are widely read by visitors and exhibitors alike.

The TFWA Daily office is inaccessible to exhibitors.

- › Messages for TFWA Daily can be left with the hostess at the TFWA Press Centre.
- › Send details of your product launch or a short news item to the editor with an invitation to meet you on stand. News items should be deposited by 2pm to be considered for publication in the next issue.
- › Invite the TFWA Daily – journalist and photographer – to attend your product launch, stand reception or other brand event (Contact details on page 8).
- › Publication is at the discretion of the editor who tries to report the news of as many exhibitors as possible.



AFTER THE SHOW

TFWA PRESS OFFICE

- › The TFWA Press Office provides a year-round press liaison service. The Press Managers are available to advise you if you are concerned about press and media relations.
- › During the show they can be found in the onsite TFWA Press Centre; the phone number will be in the Diary.
- › During the rest of the year they can be contacted as follows:

Rowena Holland, Press Manager

T: +44 208 405 8109

E: press@tfwa.com

Kate Teagle, Press Manager

T: +44 1784 434666

E: press@tfwa.com

PRESS CUTTINGS

- › The Press Managers collect cuttings of articles about the show. They scan all the travel retail trade publications but if you find coverage of the show in an unusual publication or an obscure title which we may have missed please send it to:

TFWA Press Office

110 Falconwood Road,
Addington,
Surrey CR0 9BD, UK

FEEDBACK

- › The TFWA Press Office welcomes feedback about their contribution and that of the press to the show and endeavours to act upon it.

KEY DUTY FREE AND TRAVEL RETAIL PRESS

The key Duty Free and Travel Retail press are included here – but remember, your product news may also be of interest to specific sector press (liquor, fragrances, gifts, jewellery, fashion...).

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