

Sample Media Advisory

[Insert Company logo]

MEDIA ADVISORY – [Insert Date]

Product/Service Announcement at IAAPA Expo, Company Name, Booth Number XXX

WHAT: Media are invited to attend [insert as much information as you are comfortable sharing in advance of the event]. List speakers and include their full name and title and indicate if there will be time for questions or answers or if interviews should be arranged in advance. Keep this section to 2-3 sentences if possible – brevity is key to media advisory format.

WHERE: Press Conference Space **Booth #**
IAAPA Expo Trade Show Floor
[Orange County Convention Center \(OCCC\)](#), North/South Building

[Please include the following note in all media advisories:]

Note: Media are required to be credentialed and should check-in onsite at the Expo Press Office, OCCC South Concourse, Room S210E.

WHEN: **Date and Time**

CONTACT: Include name and cell phone number for an on-site contact
