



PITTCON 2019

PHILADELPHIA, PA | PENNSYLVANIA CONVENTION | MARCH 17-21

 **PITTCON**
CONFERENCE & EXPO 2019

WWW.PITTCON.ORG

MEDIA TOOLKIT

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Are you getting the most out of Pittcon? Build buzz with your customers by:

Scheduling at least 5 social media posts in advance; include your booth number and the #Pittcon hashtag, and if you've got great swag, make sure to brag!

Sending out a press release to media who cover your industry. Add the release to your website and free newswire services like [PRLog](#).

Sending an email to let your customers and partners know you'll be at Pittcon.

Engaging with attendees and speakers during the conference using the #Pittcon hashtag.

Sending follow-up emails to all your new contacts.

Writing a blog post about your experience when you return.

Submit [press releases](#) and/or [white papers](#) for posting on the Pittcon website.

Download the [registered media list](#).

Put a [Pittcon banner ad](#) on your company website.

{Image of Company Logo}

FOR IMMEDIATE RELEASE

Media Contact: *{First & Last Name}*
{Phone Number (XXX) XXX-XXXX}
{Email Address}

{Company Name} to Exhibit at Pittcon 2019 in Philadelphia

{City, State} – ***{Release Date}*** – From March 17 to 21, 2019, *{Company Name}* will head to Philadelphia for [Pittcon](#), the world's leading annual conference and exposition on laboratory science. *{Returning to Pittcon for the XX year}* OR *{Exhibiting at Pittcon for the first time}*, *{Company Name}* will showcase *{describe what is being showcased, leading with what's new}* at *{Booth Number}*.

Pittcon's Exposition showcases the latest products, services, and innovations in all areas of analytical chemistry, applied spectroscopy, life science, and a broad number of scientific disciplines to a global audience.

During the 2019 Expo, *{Company Name}* will showcase/debut *{insert product and details about offerings, activities, promotions, etc}*.

In 2019, the three-day Expo will run from 9am-5pm from March 19 to 21, including an Expo-only afternoon on Wednesday, March 20. In 2018, 718 exhibitors showcased their products and services including 184 international companies and 90 first-time exhibitors.

{Quote from company spokesperson}

For more information, visit *{Company Website}*, stop by *{Booth Number}* during Pittcon 2019, or tweet along with us using the #Pittcon hashtag.

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About *{Company Name}*
{Company Boilerplate}

About Pittcon

Pittcon® is a registered trademark of The Pittsburgh Conference on Analytical Chemistry and Applied Spectroscopy, a Pennsylvania non-profit organization. Co-sponsored by the Spectroscopy Society of Pittsburgh and the Society for Analytical Chemists of Pittsburgh, Pittcon is the premier annual conference and exposition on laboratory science.

Proceeds from Pittcon fund science education and outreach at all levels, kindergarten through adult. Pittcon donates more than a million dollars a year to provide financial and administrative support for various science outreach activities including science equipment grants, research grants, scholarships and internships for students, awards to teachers and professors, and grants to public science centers, libraries and museums.

Subject Line: Will We See You at Pittcon This March?

Body Content:



{Company Name} is excited to announce that we'll be heading to [Pittcon 2019](#) in Philadelphia! From March *{Dates}*, look for our team who will be *{debuting/showcasing innovation}* at Booth *{Booth Number}*.

{Include unique details about your company's promotions, swag, sessions you're excited to attend, and/or high level executives in attendance.}

Like you, we can't wait to take advantage of photo ops with the LOVE statue and taste-testing at the famous Reading Terminal Market. But we're most excited for the chance to see all of you in person. Pittcon is one of the few annual events where we can step out from behind our screens and show you that your business is personal to us.

Leading up to the Conference and Expo, we encourage you to join the conversation with *{Twitter handle}* using the #Pittcon hashtag. We can't wait to see you at Booth *{Booth Number}* this March!

Ready to talk *{Topic}*? Our experts will be at #Pittcon 2019 in Philadelphia this March! Look for us at Booth *{Booth Number}*.

To see the latest and greatest lab innovations from *{Company Name}*, come check us out at #Pittcon in Philadelphia, March 19-21.

Come see *{Company Name}* at @Pittcon Booth *{Booth Number}*! We'll be in Philadelphia from March 19-21.

Save the date: We'll be at #Pittcon in Philly on March 19-21! Visit us at Booth *{Booth Number}* to experience our innovations up close.

Want to see what we have in store for #Pittcon 2019? Come see us at Booth *{Booth Number}* and find out for yourself!

For more information on exhibitor ROI, marketing opportunities, and materials to help you promote your presence at Pittcon, visit <https://pittcon.org/exhibitor/marketing-tools/>

Show attendees why **YOUR** session is unmissable, then keep the momentum going:

Schedule social media posts in advance; include your session's title, day and time and don't forget the #Pittcon hashtag.

Send an email to your network to let them know you'll be at Pittcon.

Engage with attendees and other presenters during the conference using the #Pittcon hashtag.

Send follow-up emails to all your new contacts when you return.

Write a blog post summarizing the high points of your session.

Confirmed! I'll be a speaker at #Pittcon in Philadelphia this March, delivering a presentation on *{Topic}*. Make sure to mark your calendars.

On March *{Date}*, I'll be talking to @Pittcon attendees about *{Topic}*. Have any questions for me?

Join me on my journey to Philadelphia, where I will be presenting about *{Topic}* at #Pittcon! I'll be in town from March *{Dates}*.

There's a lot to love about #Pittcon 2019. This year we'll be heading to the City of Brotherly. Plus, I'll be speaking about the latest in *{Topic}*.

Planning your #Pittcon? On *{Date}* I will be teaching a *{Duration}* Short Course on *{Topic}*. Register now at pittcon.org/plan-your-pittcon/

This year, @Pittcon's Short Courses will include a session on *{Topic}*. Bonus: I'll be teaching it! Register now at pittcon.org/plan-your-pittcon/

Have you registered for your @Pittcon Short Courses yet? Keep an eye out for my session on *{Topic}*. pittcon.org/plan-your-pittcon/ #Pittcon

{Company Name} is proud to support innovation in laboratory science at #Pittcon 2019! Will we see you in Philadelphia this March?

Philadelphia is the place to be this March because #Pittcon is coming to town! We never miss a chance to support this annual event, and we know you won't want to miss it either.

We have nothing but "Brotherly Love" for #Pittcon! After *{Number of Years}* years supporting the world's leading laboratory science conference and expo, we're thrilled to be returning to Philadelphia in 2019.

For additional information or questions, contact:

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