

Senior Market Advisor expo

AUGUST 25-27, 2010

MANDALAY BAY | LAS VEGAS, NV

presented by: **Advisor**^{Senior Market}

PRESS RELEASES

PUBLICIZE YOUR SENIOR MARKET ADVISOR EXPO EXPERIENCE WITH PRESS RELEASES.

WHAT SHOULD YOU WRITE ABOUT?

YOUR EXPO EXPERIENCE

Being at the biggest show in the industry for independent advisors is newsworthy. Let advisors, competitors and the industry know you'll be at Senior Market Advisor Expo. Talk about your initiatives, giveaways, sponsorship and more!

PRODUCT/SERVICE LAUNCHES AT THE EXPO

Expos are the best place to launch new products and services because you have the opportunity to announce it to several hundred people at once. Create a press release behind the launch to create buzz to drive traffic to your booth.

NEW PARTNERSHIPS

Have you recently partnered with another company or top advisor? Announce it at Senior Market Advisor Expo. Create press behind it so attendees know to stop by your booth to ask questions and find out more about your new partnership.

10 TIPS TO A SUCCESSFUL PRESS RELEASE:

1. Make sure the information is newsworthy.
2. Tell the audience that the information is intended for them and why they should continue to read it.
3. Start with a brief description of the news, then distinguish who announced it, and not the other way around.
4. Ask yourself, "How are people going to relate to this and will they be able to connect?"
5. Make sure the first 10 words of your release are effective, as they are the most important.
6. Avoid excessive use of adjectives and fancy language.
7. Deal with the facts.
8. Provide as much contact information as possible: individual to Contact, address, phone, fax, email and Website address.
9. Wait until you have something with enough substance to issue a release.
10. Make it as easy as possible for media representatives to do their jobs (grabbing pertinent information, ability to contact you, etc.)

Source: Press-Release-Writing.com

Call Today to Secure your Spot!

888-265-3616 | www.SeniorMarketExpo.com