

PRESS RELEASE TEMPLATE AND GUIDELINES FOR USE

Dear Exhibitor:

This set of guidelines and the template that follows are designed to help you create a release to promote your presence at INTERPHEX 2012. Since you'll want to make it unique to your product or service, the guidelines are provided first, to help you make the most of the template.

I. **Headline**

- II. Your business's **City, State, Date** — Followed by the **opening paragraph**, which should have the immediate basics: who you are, what you're doing at INTERPHEX and when/where (in this case, at INTERPHEX).
- III. **Following paragraph(s)**: Are you announcing a new product/service? Will you be holding an event, such as a news conference or in-booth briefing? Include information about your product/service, including features and benefits, how it is unique, the target market and the solutions it provides. You may also wish to include a quote about your plans, and why you chose INTERPHEX.
- IV. **About your company**: This paragraph can focus on a concise overview of what your company does and those it serves, and a brief history. You can also include a link to your website and any social media outlets your company may use. **IMPORTANT**: If you are a publically-held company, you may need to include a paragraph regarding forward-looking statements. Please consult your relevant company experts.
- V. **Contact information**: This should be someone who will have the knowledge and authority to answer any questions the media may have.

How you can use your release:

1. *Post it on the INTERPHEX Press Resource Center*, a known source of information for media and others checking out the event. Make sure your release is there, by accessing your [Exhibitor Dashboard](#) and following the instructions. You may also want to post it on your company website and provide links to it in your social media outreach.
2. *Send it to the publications that serve your industry and your customers*. If you need a list: The INTERPHEX media list is available to all exhibitors about 4-6 weeks in advance, in an Excel file format. Just email your request to nwright@reedexpo.com, with *Request for INTERPHEX Media List* in the subject line.
3. *Use the release content in your marketing communications* to customers and prospects and any others you want to know about your new activities.

Questions? Please contact Marketing Manager, Nadine Wright at nwright@reedexpo.com.

Note: The guidelines, template and media list are provided as an optional service by INTERPHEX, which is not responsible for releases developed and distributed by the Exhibitor. # # #

PRESS RELEASE TEMPLATE:

[YOUR COMPANY LOGO HERE]

IMMEDIATE RELEASE

[COMPANY NAME] To [INTRODUCE/FEATURE] Its [PRODUCT/PROGRAM]

At INTERPHEX 2012 In New York

(CITY, STATE, MONTH, DATE, 2012) – [COMPANY] a provider of [DESCRIBE COMPANY] to the pharmaceutical industry, announced today that it will [INTRODUCE/ FEATURE] its [PRODUCT/SERVICE] at INTERPHEX, the leading annual pharmaceutical and biopharmaceutical manufacturing trade show in the United States which runs from May 1-3, 2012 at the Javits Center in New York, N.Y. The company will be exhibiting at Booth [NUMBER] at the event.

[COMPANY] representatives will be available to discuss the company's [DESCRIBE PRODUCT/SERVICE/SYSTEM] during the event, and (IF RELEVANT) is also scheduling an in-booth briefing and demonstration on [DAY(S)] at [TIME(S)]. The [PRODUCT/SERVICE/SYSTEM] is designed to provide [TARGET AUDIENCE] with [UNIQUE FEATURES/BENEFITS] that enables them to [DESCRIBE THE SOLUTION IT PROVIDES.]

“[COMPANY SPOKESPERSON QUOTE, INCLUDING REASON FOR CHOOSING INTERPHEX, i.e. – We are pleased to be a part of INTERPHEX to debut our (PRODUCT NAME) to over 11,000 industry professionals in pharmaceutical and biopharmaceutical manufacturing from around the world...opportunity to demonstrate the value of product to worldwide audience...INTERPHEX serves as a platform to connect with current customers and prospect new ones, etc.],” said [NAME, TITLE.]

About [COMPANY NAME]

[COMPANY] is a provider of [PRODUCTS/SERVICES/SYSTEMS] to the [TARGET AUDIENCE] industry. Its [SERVICES/PRODUCT/SYSTEMS] encompass [DESCRIBE OR LIST]. [COMPANY] has been serving the [TARGET] industry since [YEAR] and has [OFFICES/OPERATIONS] in [GEOGRAPHIC LOCATIONS]. For more information, visit [www.\[company website\]](http://www.[company website]).

About INTERPHEX

INTERPHEX USA is the world's most trusted forum for leading-edge technology, education, and sourcing of drug manufacturing products and services that improve manufacturing and supply chain performance for pharmaceutical, biologic, generic and service provider professionals. It brings together influential leaders in life sciences through unique combinations of conference, exhibition, workshops, partnering opportunities, and networking events. INTERPHEX 2012 will be held May 1-3, 2012 at the Javits Center in New York City.

INTERPHEX is produced by Reed Exhibitions, which manages more than 460 trade events annually worldwide and is a member of the Reed Elsevier Group plc, a world-leading provider of information-driven services and solutions. For information, visit www.INTERPHEX.com and follow INTERPHEX on Facebook, LinkedIn and Twitter (@INTERPHEX)

CONTACT INFORMATION:

[COMPANY NAME]: [NAME, TITLE, PHONE, EMAIL].

INTERPHEX: Nadine Wright, (203) 840-5448, nwright@reedexpo.com

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