

SUBMITTING PRESS RELEASES ON LFI WEBSITE

As a 2010 LFI exhibitor, you have the opportunity to post one (1) press release on the LFI website. LFI will post the release under the press section for all visiting media to review. This gives you additional exposure to media and an opportunity to tell your story and announce new product/company information.

Please review the guidelines/policies below before you submit your release.

PRESS RELEASE REQUIREMENTS:

- The release must be in AP style* and no longer than 400 words (or no more than two pages).
- The release should contain newsworthy information (not a sales pitch).
Examples: new product launches, new executives, new company information.
- The release should include a name and contact information, dates of release and location of announcement (typically where the company is based).
- The release must be submitted in PDF format (word documents not accepted).
- Only one (1) release per company for LFI 2010.

**If you are not familiar with AP style, visit <http://www.apstylebook.com/> for more information.*

PRESS RELEASES WILL NOT BE POSTED IF:

- Releases do not adhere to the Press Release Requirements outlined above.
- Releases have grammar/spelling mistakes.
- Releases are not formatted in AP Style.
- Releases are self-promotional and obvious sales pitches.
- Releases are sent in any format other than a PDF.
- More than one release is submitted from a company (Pending approval, LFI will post the first one provided and will not keep updating the release. Once the release is submitted and posted, it's final).

PLEASE NOTE:

- This opportunity is only available to LFI 2010 exhibitors.
- LFI reserves the right not to post a release submitted if it doesn't follow the requirements above (You will only be notified if the release does not qualify).
- LFI will not develop or edit a release (it is reviewed and posted as submitted).
- LFI will not update, repost or change out a release once it has been posted.
- The releases will be posted in order that they are received.
- This service is for those that have the knowledge and understanding of developing a press release. Unfortunately, LFI can not provide consultation on developing a press release.
- Releases will be posted within 48-72 hours of submission.

Once you have developed, proofed and finalized the release and saved it as a PDF, please email it to Tara King at tking@americasmart.com.