



# GUIDELINES *for* MAKING ANNOUNCEMENTS at GROCERYSHOP 2019

September 15-18, 2019 • Venetian, Las Vegas | 3,000+ Attendees • 200+ Speakers

Guidelines for Making Announcements (subject to change):

These guidelines are for those companies making announcements at Groceryshop, which will be held at the Venetian, Las Vegas on September 15-18, 2019.

**Making Your Announcement:** How you manage your announcement is entirely up to you, including when, where and how you make it. However, we encourage you to do the following:

- Share your news onstage (if your company is scheduled to speak), at your booth and during your meetings
- Issue a press release, send an email to your database and share on social media (#groceryshop, @groceryshop on Twitter & @groceryshopevents on Instagram)
- Write a blog post on your website and/or LinkedIn
- Share any coverage written as a result of your announcement

**Announcement Timing:** We recommend making your announcement either:

- **During the event** on Monday, September 16 or Tuesday, September 17, or
- At any time during **the week before the event**, in which case be sure to mention that you'll be at Groceryshop and available onsite for interviews.

**Outreach to Media & Analysts:** We're expecting more than 100 journalists and analysts on site, and we encourage you to reach out to them to share your news and set up interviews. Companies making announcements will receive a list of attending media and analysts prior to the show. Here are a few notes/tips on reaching out to media and analysts:

- Media and analysts do not allow us to share their contact details; you can source this information via publication websites, social channels or through your PR Agency.
- Reach out to relevant journalists and analysts with a personalized message—be very targeted and thoughtful.
- Do not spam or mass email the list. **Media and analysts do not respond well to this kind of outreach!**
- Follow up only once—they will also receive your information from us and will respond if they're interested.

**Scheduling Onsite Interviews:** The Groceryshop Media Room will be located in **meeting room Bassano 2801 (level 2)** and will be open for the duration of the event. You can access the Media Room for interviews so long as you are accompanied by a member of the media or an analyst that is on our media list (entry will not be permitted if you are not accompanied by such an individual). Please plan to meet outside the media room to avoid disrupting any ongoing interviews.

### How We'll Help:

Our role is to highlight your news to attending media and analysts to amplify your announcement.

- We will share all announcements with the entire media list ahead of the event. While we cannot reach out to specific journalists on your behalf, we will provide them with your contact details so they can get in touch with you.
- We will promote qualifying announcements in the Attendee Workbook, which will be distributed onsite. We judge announcements for inclusion based on value to the audience, determined solely by us.

Please note that:

- There is no physical announcement onsite.
- Announcements are unrelated to speaking requests.
- We cannot guarantee interviews or coverage.

**If you have any questions, please email [catherine@shoptalk.com](mailto:catherine@shoptalk.com).**