



GUIDELINES FOR MAKING ANNOUNCEMENTS

September 19-22, 2021 • Mandalay Bay, Las Vegas | 2,500+ Attendees • 200+ Speakers

Guidelines Subject to Change

These guidelines are for those companies making announcements at Groceryshop, which will be held at the Mandalay Bay, Las Vegas on September 19-22, 2021.

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 20 or Tuesday, September 21, 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 Breakers B (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.

- If given permission, we will share your announcement (or simply that you will be making an announcement, without specifics) with the media ahead of the event. While we cannot reach out to specific journalists on your behalf, we will provide them with any contact details you include in your submission so they can get in touch with you.

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 price@shoptalk.com.**