

FREE PUBLICITY!



Spread the word about your product/service.

Local media are always looking for great stories.

And the HBA is looking for articles to include in the Show Supplement published in the Suburban Journals Wednesday, September 29th!

1. Contact the manufacturer of your product/service for a press kit -or-

Write two to three paragraphs about your product/service. (Use the form on the next page.)

DO: Think about what is exciting about your product. Is it new? Does it save money/time? How can the product/service help the consumer?

DON'T: Send a bio of the president or company.

3. Send to:
Ellen Viehmann, HBA
10104 Old Olive St. Rd.,
St. Louis, MO 63141
Fax 314-432-7185
e-mail ViehmannE@hbastl.com



2. Include pictures of your product.

Send color or b&w photos or digital files on disk or cd - **NO BROCHURES!**

Please indicate if you need to have photos returned.

Information that you have sent for past shows will not be used!

New information must be submitted for each show in order to be used for show publicity!

Deadline - August 23rd!

All information is used at the discretion of the media.

Name _____ Phone # _____

Company Name _____ Booth # _____

Describe your product/service:

Explain its value to the consumer:

Explain what makes it interesting/exciting: