



IAAPA Expo Europe: PR Guide for Exhibitors

Make the Most of Your IAAPA Expo Europe Presence

As an exhibitor at IAAPA Expo Europe 2026, you have access to PR support and guidance from the show's official communications team and agency partners.

Whether you're launching a new attraction concept, unveiling innovative technology, announcing a strategic partnership, or sharing business growth news, this guide is to help you maximise your visibility before and during the Expo.

Why PR Matters

Public relations (PR) helps generate positive coverage of your company, products, services and expertise across business, trade and industry media.

Coverage in respected publications, websites, podcasts, newsletters and broadcast outlets can help you raise awareness of your brand, build credibility and drive traffic to your booth.

IAAPA Expo Europe attracts media from across Europe and around the world, making it a valuable opportunity to put your business in front of the industry's most influential audiences.

1. Share Your News

One of the most effective ways to secure media attention is by sharing genuine news. But What makes a good story?

Media are particularly interested in:

- New product or technology launches
- New attraction concepts or experiences
- Major business milestones or expansion plans
- New partnerships, acquisitions or investments
- Research, insights or industry trends
- Significant customer wins or project announcements
- Sustainability, accessibility or innovation initiatives

Press Release Tips

“KISS”—Keep It Short and Simple! Ensure you share news that’s relevant to your participation at the show. Include:

- Company name and booth number
- A clear headline
- Key announcement details
- Relevant spokesperson quotes
- Contact details for media enquiries
- High-resolution images (minimum 300dpi)

We recommend including a reference to your participation at IAAPA Expo Europe and where visitors can find you on the show floor.

Please share your announcements with the IAAPA communications team by submitting our [Call for Stories Form](#). Relevant exhibitor news may be incorporated into media outreach and briefing materials.

2. Host a Press Event or Media Briefing

If you have significant news to announce, consider hosting a press conference, media briefing or product unveiling during the Expo. Press events work best when supported by a strong news angle, such as a major product launch, new attraction or destination announcement, industry findings or strategic partnerships. Apply to host a press conference [here](#).

Exhibitors are responsible for managing invitations and logistics for their own press events. However, the IAAPA Communications team should be informed of any planned media activity so it can be included in media communications and Press Office briefings, where appropriate.

For additional information, please review the [IAAPA Press Conference Criteria](#).

3. Be Active on Social Media

Build momentum before, during and after the Expo by sharing your participation across social channels. We encourage exhibitors to:

- Announce their attendance in advance
- Share product launches and demonstrations
- Highlight speaking engagements and press events
- Post live updates from the show floor
- Engage with visitors, customers and media

Please use the official event hashtag and tag IAAPA where relevant:

@IAAPAESA | #IAAPAEExpos

4. Work with Media On-site

The IAAPA Press Office will operate throughout the Expo to support attending journalists, content creators and industry media. Come and meet us onsite, ask questions and keep us up to date with any change in plans, such as breaking news.

You can share information with the press on-site by creating digital press packs (USBs). Simply drop it off at the on-site Press Office (South Gallery Room 7) on the first day of the show, Monday 21 September.

Digital press kits can include press releases, company fact sheets, product information, biographies, images, video assets and contact details.

Contact us

If you have any questions or need advice at any point in the run up to or during the show, we're happy to help!

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