

With only a few weeks preparation time, Snow was tasked with organizing the background and relevant materials of 21 exhibiting companies. Snow also sought to drive attendance by gaining attention and visibility for the featured technology and events.

## Event PR – Getting Attention

Organized by the Minnesota High Tech Association and the Minnesota High Technology Fund, the annual Wonders of Technology exhibit at the Minnesota State Fair brings together local companies to showcase new technologies with the goal of inspiring fairgoers to better understand and appreciate math, science and technology.

The challenge for media relations around the event was to draw attention to the unique features of the individual companies in context to the overarching mission of the exhibit. After identifying key objectives and messages based upon each company's information, Snow executed a targeted media relations campaign.

### Our Approach

- Worked with the communications committee to develop the theme, "Minnesota Innovation — Discover It!" that conveyed the focus of this year's exhibit on the state's rich history of invention and innovation and its effect on daily life.
- Created a targeted media relations strategy focusing on specific beat reporters and broader regional media.
- Used creative pitches and angles to maintain interest over the course of the State Fair.

### Our Actions

- In five weeks, Snow gathered information from all the exhibitors and sponsors and wrote a comprehensive press release and schedule of events.

- Developed key messages: With so much going on at each exhibit, there was only room for the key points for each exhibitor in order to keep it succinct for reporters and producers.
- Pitched editors and reporters in local daily and business press, as well as regional and local broadcast and radio. Daily updates kept the media abreast of special events and features and helped drive interest.

### The Results

- Snow secured widespread media coverage including numerous articles in the *Minneapolis Star Tribune* and the *St. Paul Pioneer Press*, and broadcast features airing on KARE 11, KSTP 5 and WCCO 4.
- Several regional radio interviews.
- Total media placements reached a potential audience of 4,900,000.

