



# TRADESHOW INTERVIEW SPECIFICATIONS

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## EDITORIAL GUIDELINES

- Bold headline
- 300-500 words
- Written in question and answer style
- Press releases may be submitted
- Written in first person
- Photo or logo accompanies text

## SUBMISSION INFO

Please send your completed article by the deadline in your contract to [editor@oser.com](mailto:editor@oser.com).

## MAKE SURE TO INCLUDE YOUR CONTACT INFORMATION AND BOOTH NUMBER AT THE SHOW.

If there is missing information in your article, you may be asked to resubmit it.

If you have questions, please contact our editorial department at 520.721.1300 or email [editor@oser.com](mailto:editor@oser.com).

## PHOTO REQUIREMENTS

Any photo that you submit should be at least 2 inches wide by 2 inches high at 300 dpi.

Acceptable file formats are .tif, eps, .jpg or .pdf

### Step 1

**Review the editorial deadline in your advertising contract.** You are responsible for submitting all editorial material by your deadline – if you don't, we can't promise that your editorial will run. If you need an extension on your deadline or if you have another question, call 520.721.1300 and ask to speak to your customer service manager. We can't always honor requests for deadline extensions, but when we can, we will.

### Step 2

**Head your page with the name and title of the person who's speaking in the interview, followed by your company name.** Then follow that with contact information to be included in the story and your booth number at the show. When we edit your story, this contact information will be moved to the end of the story, but for now, please write it at the top with the name of the interviewee. Below that, indicate the file name of the art that should run with this interview.

Example: Interview with Tom Smith, CEO, ABC Corporation

[www\(dot\)ourcompany\(dot\)com](http://www.dotourcompany(dot)com), call 555.123.4567 or email [info@ourcompany\(dot\)com](mailto:info@ourcompany(dot)com)

Booth #111 at Great New Products Show

Run with TomSmith.jpg

If you get to this point, and you're just stuck for what to think about next, visit this [link](#) for some quick tips that'll help you get started.

### Step 3

**Ready to write?** In your imagination, put yourself in your booth at the show. Now think about the kinds of questions you expect your visitors to ask and the kinds of questions you'd like them to ask because your answers will throw a good light on your company and your products. Write those down. If nothing comes to mind, here's a list of [sample questions](#) that you can consider. Or take a look [here](#) or [here](#) for some sample interview submissions.

### Step 4

**Once you have your list of questions and their answers roughed out, it's time to think about revising.** Your first step should be to look at the order in which you'd like your readers/prospects to consider the information you're presenting. Rearrange your questions and answers so that there's a logical flow.

Once you've done that, take a quick look at any acronyms and jargon you may have included. Since you're writing for your customers, you can assume that they'll understand common industry jargon, but if you've used language that's specific to your company rather than to your industry as a whole, you should rewrite so that people who aren't familiar with your company will understand.

Then run a spelling and grammar check on your document. You'll generally find that in your word processing program's Tools menu. Don't get too finicky about checking grammar – our staff editors will take another look at your commas and semicolons to make sure they conform to convention.

Finally, double-check your contact information and booth number to ensure those are all correct.

### Step 5

**Now you're ready to submit.** Send your document(s) to [editor@oser.com](mailto:editor@oser.com), attaching them as Word documents or text files to your email. Also attach a photo or logo. If you don't receive a confirmation of receipt from us by the following business day, assume that your materials didn't transmit correctly and contact your customer service manager to follow up.