

INTERVIEW GUIDELINES

- Bold headline
- 300–500 words
- Written in question and answer style
- Written in first person

SUBMISSION INFO:

Please send your completed interview by the deadline in your contract to editor@oser.com.

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

If there is missing information in your interview, 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.

PHOTO REQUIREMENTS:

All interviews are allowed a photo to accompany it. The photo that you submit along with this interview should be at least 2 inches wide by 2 inches high at 300 dpi.

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

TRADE SHOW INTERVIEW SPECIFICATIONS

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, give our editorial department a call at 520-721-1300.

We can't always honor requests for deadline extensions, but when we can, we will. The editor is the only person who's authorized to grant you a deadline extension on your editorial submissions.

Step 2

Ready to write? Start with the name and title of the person who's speaking in the interview, followed by your company name. Then follow with contact information to be included with 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.

Example: Interview with Tom Smith, CEO, ABC Corporation
www.ourcompany.com, call 555-123-4567 or email abc@ourcompany.com
Booth #111 at Great New Products Show

Step 3

Pick five to eight questions to answer. You may use some of the suggestions below, or you may write your own. Your interview will be more interesting and relevant if you tailor your questions to your own circumstances. Responses are generally two to four sentences long, but if a response requires more space, give it what it needs, keeping in mind that the overall length of the article may not exceed 500 words. Beware of answers that are too short—a simple yes or no rarely conveys enough information to interest a reader.

1. Tell our readers about your company. What's your main line of business?
2. What would you say makes your company unique?
3. What was your program last year?
4. What was the most significant event or series of events affecting your company in the past year?
5. Did your marketing strategy in the past year provide you the overall position you had projected?
6. Describe your company's current marketing strategy.
7. What do you anticipate to be your greatest challenge in the year ahead?
8. Are you introducing any new products?
9. Where is your current product emphasis?
10. What products do you see as being hottest this year?
11. What distinguishes your product(s) from the competition?
12. Compare the position of your products and their technology against the current market.
13. What is the nature of your distribution?
14. How do you handle sales?
15. Who are your target end-users?
16. Tell our readers about your trade show objectives, plans, products, promotions, etc.
17. How do you see the next year in terms of economy, sales, technology, and product evolution?
18. What is your outlook in general for this product line?
19. To what do you attribute your company's success?
20. How can our readers find out more about your company?

The interview you send us should be formatted like this:

Interview with Tom Smith, CEO, ABC Corporation
www.ourcompany.com, call 555-123-4567 or email abc@ourcompany.com
Booth #111 at Great New Products Show

Q: Tell our readers about your company. What's your main line of business?

A: ABC Corporation designs and manufactures the most energy-efficient air conditioners in the world. Our award-winning technology delivers 100 percent fresh air while dramatically reducing our customers' energy consumption and costs. In many cases, the savings are between 70 and 90 percent.

Q: What particular product will you be showcasing at the Great New Products Show?

A: We'll be showing ABC's newest and greatest model 123ABC. This new model incorporates improvements that Great New Products Show attendees will appreciate because it's significantly more energy-efficient. This new technology can be retrofitted into an existing air conditioning system and will reduce energy costs for air conditioning while significantly increasing the lifespan of the existing unit.

Q: What's the outlook for this new technology?

A: We believe that this new technology is going to revolutionize the industry, particularly in areas with hot, dry climates. ABC has already been recognized as a leader in the industry, and the 123ABC model has received the Best New Technology Award from MegaMagazine. That award recognizes products that have the potential to be game-changers in energy efficiency.