

## PRODUCT FEATURE GUIDELINES

- Bold headline
- Up to 300 words
- Written more or less in the style of a newspaper article
- Press releases may be submitted
- Written in first, second or third person
- If you want your article to be in first person, you **MUST** include the name and title for the byline

### 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

## TRADE SHOW PRODUCT FEATURE SPECIFICATIONS

**Your first step is to check the deadline on your contract. You are responsible for submitting your material to [editor@oser.com](mailto:editor@oser.com) by that deadline. If your copy arrives late, we can't guarantee that we'll be able to run it. If you need an extension, call the editorial department at 520-721-1300. We may not be able to extend your deadline, but if we can, we will. The editor is the **ONLY** person authorized to grant an extension.**

Your editorial copy should be submitted in the form of a Word document. Please start with a blank document, not a letterhead. Do not embed photos or other graphics into the document. If your contract includes a photo or logo to run with the product feature, please submit those as separate attachments to your email. At the top of your document, please write your company name and any contact information you would like to have published along with your booth number at the show.

**Your article should be a narrative, written more or less in the style of a newspaper article. You can write in the first, second, or third person.**

*If you write in the first person, you must include a byline with the name and title of the writer, like this:*

By Carolyn Millard, Vice President of Sales, ABC Corporation.

I joined ABC Corporation just six months ago because I was excited about the opportunity to join a team that's changing the shape of our industry. For instance, the product that we're introducing at the Great New Products Show is going to reduce operation and maintenance costs for our manufacturers so significantly that we believe that our technology will become the industry standard within the decade.

*A second-person article uses the word "you" and is often used for giving advice, like this:*

When you're shopping for new ideas at the Great New Products Show, remember to look for color, design, and, of course, the amount of shelf space you can devote to various product categories. At ABC Corporation, we've redesigned our packaging to appeal to your customers AND to display in a smaller footprint. You'll sell more from a smaller space!

*A third-person article is written from the point of view of an invisible narrator, like this:*

ABC Corporation's new technology is changing the shape of the industry. The company is introducing a product at the Great New Products Show that will reduce operation and maintenance costs for manufacturers so significantly that it is expected to become the industry standard within the decade.

**It is important that once you've chosen to write in either the first-, second-, or third-person style, you must stick to it throughout your article. If you don't, our editorial staff will edit your piece to make it consistent with the dominant point of view.**

***The product feature you send us should be formatted like this:***

ABC Corporation, Product Feature  
www.ourcompany.com, call 555-123-4567 or email [abc@ourcompany.com](mailto:abc@ourcompany.com)  
Booth #111 at Great New Products Show

By Carolyn Millard, Vice President of Sales, ABC Corporation

I joined ABC Corporation just six months ago because I was excited about the opportunity to join a team that's changing the shape of our industry. For instance, the product that we're introducing at the Great New Products Show is going to reduce operation and maintenance costs for our manufacturers so significantly that we believe that our technology will become the industry standard within the decade.