**Global Pet Expo 2024: Sample Media Outreach Copy**

**Sample: Media Alert/Advisory**

FOR IMMEDIATE RELEASE

Contact: Jane Doe

ACME Co.

555-555-5555 ext. 5

email address

**MEDIA ADVISORY**

**AcmeTreats to Announce New Revolutionary Pet Treat During Global Pet Expo 2024**

**WHAT:** ACME Pet Treats (ACME) announced today that it will unveil a revolutionary pet product during Global Pet Expo taking place March 20-22 in Orlando, Florida. The product will be shown at Global Pet Expo for the first time and promises to be one of the hottest pet products released this year.

**WHO:** ACME Pet Treats President and CEO John Smith will be available for interviews throughout the event

**WHEN:** March 20-22, 2024

**WHERE:** Acmet Pet Treats will be located at Booth #0123 duringGlobal Pet Expo 2024, which will take place in the South Concourse, North/South Building of the Orange County Convention Center in Orlando Florida.

**WHY:** ACME's hot new product, "Treetz," is sure to bring joy to pets and owners alike as this product, which resembles the popular human "tic tac" mints, promises to keep your pet's breath fresh for 24 hours! In addition to the new treat, ACME will be announcing a new philanthropic partnership with the American Animal Shelter (AAS), an organization dedicated to protecting pets and facilitating adoption. Be one of the first to connect with Smith during this year’s must-attend pet industry event!

**About ACME PetTreats**

Founded in 2000, ACME PetTreats is an established leader in the pet treat space. Known for conducting extensive research on its products before going to market, ACME has numerous lines of pet treats perfect for animals of all types and sizes ranging from dogs to small animals, reptiles and more. For more information, visit ACMEPetTreats.com.

**Sample: Media Pitch**

Hi Bob,

Hope this email finds you well. Ahead of the start of Global Pet Expo (which will be here before we know it!), I want to share the latest news from Acme Pet Treats. In addition to showcasing its full range of dog and cat food and treats, Acme will unveil a revolutionary pet product during this year’s event. ACME's hot new product, "Treetz," is sure to bring joy to pets and owners alike as this product, which resembles the popular human "tic tac" mints, promises to keep your pet's breath fresh for 24 hours!

Acme Pet Treats CEO John Smith, Chief Operating Officer Ivan Ivanovich and Chief Marketing Officer Jane Doe will all be available during Global Pet Expo for interviews. If you are interested in speaking with an Acme representative, I am happy to help coordinate. Acme can be found at booth #0123 in the Natural Pet section of the show. Looking forward to hearing from you and hopefully meeting in person at Global Pet Expo!

Thank you,

Jenny Jenkins

[insert phone number]

**Sample: Influencer Pitch**

Hi Bob,

Hope this email finds you well. Ahead of the start of Global Pet Expo (which will be here before we know it!), I want to share the latest news from Acme Pet Treats. In addition to showcasing its full range of dog and cat food and treats, Acme will unveil a revolutionary pet product during this year’s event. ACME's hot new product, "Treetz," is sure to bring joy to pets and owners alike as this product, which resembles the popular human "tic tac" mints, promises to keep your pet's breath fresh for 24 hours!

Would you and your dog be interested in coming by our booth to test out the new treats? I am happy to help coordinate a product demo and provide samples. Acme can be found at booth #0123 in the Natural Pet section of the show. Looking forward to hearing from you and hopefully meeting in person at Global Pet Expo!

Thank you,

Jenny Jenkins

[insert phone number]

**Sample: Introductory Media Note**

Hi there,

I am reaching out to see if you’d like to schedule an informational meeting with one or more of the following Acme Pet Treats executives that will be on-site at Global Pet Expo in Orlando, Florida, from March 20-22. Founded in 2000, ACME PetTreats is an established leader in the pet treat space. Known for conducting extensive research on its products before going to market, ACME has numerous lines of pet treats perfect for animals of all types and sizes ranging from dogs to small animals, reptiles and more.

**John Smith, President and CEO**

John Smith has led Acme Pet Treats for more than 30 years, driving the company’s innovation and offerings forward. He can speak to a number of topics, including Acme’s new line of pet treats, its new partnership with the American Animal Society, pet treat trends currently taking shape in the U.S. and the importance of the human-animal bond.

**Jane Doe, Chief Marketing Officer**

Jane has an extensive background in the pet products industry. She currently oversees all marketing and communications efforts for Acme Pet Treats. She focuses on Acme’s line of products, its history, media and influencer programming, and sustainability.

If you could share your interest and preferred day(s)/time(s), I’d be happy to coordinate a meeting with any of the above Acme executives.

Best,

Jenny Jenkins

[insert phone number]