

**Exhibitor Press Release Template**

* Feel free to use the following template to create a press release highlighting your company’s presence/products/news/special events at your booth related to the Expo that you want the media to know about.
* Once completed, please submit your press release as a Word doc to Lindsey Robinson, PR Specialist, at LRobinson@Divcom.com. The press release will be posted on the Expo’s website within 3-5 business days.
* To have your press release considered by the editorial team of *Expo Today*, the official media of the Expo, please submit it by **Thursday, January 15, 2026**.

**FOR IMMEDIATE RELEASE**

**[INSERT COMPANY LOGO]**

**[INSERT COMPANY NAME] [WHAT IS YOUR COMPANY DOING/SHOWCASING/LAUNCHING] at North America’s Largest Seafood Trade Event, Seafood Expo North America/Seafood Processing North America**

***[include any relevant details about what people can expect from your business at the expo]***

**[CITY, STATE, MONTH XX,] 2026 –** [COMPANY NAME (hyperlinked)] announces [WHAT IS YOUR COMPANY DOING/SHOWCASING/LAUNCHING] at North America’s largest seafood trade event, [Seafood Expo North America/Seafood Processing North America](https://www.seafoodexpo.com/north-america?utm_source=marketo&utm_medium=pr&utm_campaign=sena26-website-pr-template&utm_content=exhibitor). Organized by Diversified, the Expo will take place from March 15 – 17, 2026 in Boston, MA, USA at the Thomas M. Menino Convention & Exhibition Center. [INCLUDE RELEVANT DETAILS ON YOUR COMPANY’S INVOLVEMENT AT THE EVENT - WHO/WHAT/WHERE/WHEN/WHY].

[QUOTE FROM COMPANY EXECUTIVE]

[EXPAND ON WHAT YOUR COMPANY IS DOING THAT’S DIFFERENT/UNIQUE/INTERESTING]

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**About [COMPANY NAME]:**

[INSERT COMPANY BOILER PLATE]

**Media Contact:**

[NAME, TITLE]

[COMPANY]
[EMAIL]

[WORK PHONE]