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**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 stand related to the Expo that you want the media to know about.
* Once completed and cleaned up, 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 under [exhibitor news](https://www.seafoodexpo.com/asia/exhibitor-press-releases/).

*\*Please delete above the line, remove highlights and brackets below when you send.*

**FOR IMMEDIATE RELEASE**

**[INSERT YOUR COMPANY LOGO]**

**[INSERT COMPANY NAME] [WHAT IS YOUR COMPANY DOING/SHOWCASING/LAUNCHING] at Seafood Expo Asia**

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

**[CITY, COUNTRY, DAY MONTH 2025 –** COMPANY NAME (hyperlinked)] announces [WHAT IS YOUR COMPANY DOING/SHOWCASING/LAUNCHING] at the seafood industry event, Seafood Expo Asia. Organized by Diversified, the Expo will take place from 10 – 12 September 2025 at the Sands Expo and Convention Centre in Singapore. [INCLUDE RELEVANT DETAILS ON YOUR COMPANY’S INVOLVEMENT AT THE EVENT AND DETAILS ON ANY NEW PRODUCTS/INNOVATIONS BEING SHOWCASED - WHO/WHAT/WHERE CAN THEY FIND YOU/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 BOILER PLATE]

**Media Contact:**

[NAME, TITLE]

[COMPANY]
[EMAIL]

[WORK PHONE]