

Hylar

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FOR IMMEDIATE RELEASE

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HYLER COMMUNICATIONS PRESENTS

Wisconsin Consumer Product Showcase

May 6, 2010

Sprecher Brewing Co., Glendale, WI

Mequon, WI. – Wisconsin companies that manufacture consumer products have a unique opportunity to introduce their newest product or innovation to the news media at the Wisconsin Consumer Product Showcase.

The Product Showcase will allow companies to meet Wisconsin and Chicago area reporters and editors in a single day. Hyler Communications principal Lora Hyler said the idea for the Wisconsin event evolved from a similar New York event to which she brought two of her clients. “My consumer product clients met major media at Shiraz Event’s product-to-media showcase in New York. In one day they were able to introduce their products to reporters, and benefit from exposure to consumers via gift guides, both on television and in print. I thought, ‘why not in Wisconsin?’”

The Wisconsin Consumer Product Showcase invites companies in various product categories, including accessories/fashion, gadgets, food and beverage, green/organic, gifting/Holiday, pet products, and more.

The first Wisconsin Consumer Product Showcase will be held from 10 a.m. to 4 p.m. on Thursday, May 6th at Sprecher Brewing Company in Glendale, WI. Sprecher is the first company signed to participate in the event. Participating companies will receive:

- inclusion in news releases mailed to reporters and editors,
- media lists for Wisconsin, Chicago area and New York reporters and editors,
- lunch, and cocktail/networking hour
- inclusion in an online product catalog
- and a 25% discount to the June 2010 Shiraz Events product showcase.

“Attending this one day event to meet reporters will allow companies to save on their travel budgets. They can expect to benefit from immediate as well as long-term media coverage, as they develop new relationships with reporters,” said Hyler. “The networking with fellow manufacturers is invaluable, resulting in contacts and potential alliances. I also encourage them to attend the June New York event for further exposure.”

For more information: www.hylarcommunications.com

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Hylar Communications is based in Mequon, WI. Principal Lora Hylar has 25+ years of experience in journalism, corporate communications, public relations and marketing. Her expertise is in working with national, regional and local reporters and editors to spotlight consumer products and service companies in various industries. Hylar has successfully brokered product deals with major retailers such as QVC, Skymall and Walgreens.com.

Shiraz Events is based in New York, NY and Miami, Fla. Principal Shai Tertner is originally from Israel and moved to New York in 1998 to pursue his creative aspirations. Client list includes Baccarat, Jaguar, Absolut, Evian, Fortune magazine, JCPenney, Pier 1 Imports, Swarovski, Ralph Lauren, and Royal Shakespeare Theatre Company. For more information, www.shirazevents.com.

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