

Tradeshows

Multimedia

Measurement

SEO

No matter what size company you are, work with the recognized leader in news release distribution to maximize your event exposure before, during and after the show.

Official Wire Service



Issuing Your News Is Easy!

Current Business Wire Members:
Upload your release through
Business Wire Connect at
www.BusinessWire.com.

To order Virtual Press Office
Presskit or vNews services,
email:
tradeshow@businesswire.com

If you're not a Business Wire
member, we will get you
started quickly. Just email:
tradeshow@businesswire.com

News Release Distribution Services

Not using Business Wire? Here is what you are missing:

- ▶ Your news posting to the exhibitor news archive on the official show site.
- ▶ Distribution to attending media/analysts and additional show-related [trade media](#) worldwide via Business Wire and VPO.
- ▶ Inclusion on daily show news recaps for attending media.
- ▶ Posting to [exhibitor news archives](#) at Tradeshownews.com and Virtualpressoffice.com.
- ▶ Automatic insertion of [social media tags and SEO optimization](#) features like keyword hyperlinks.
- ▶ Automatic posting to related industry [RSS feeds](#).
- ▶ [Measurement Reports](#): The NewsTrak Reach, Posting and Access Reports providing news distribution, portal posting highlights and viewership data and charts along with the Virtual Press Office [DayTrak](#) media interest report.

Photo, Video and Multimedia Distribution

The [Smart News Release](#) is the most effective way to deliver your product photos, powerpoints, white papers, video clips and more to media, bloggers and consumers worldwide. Your multimedia is made available directly through your news release for easy access.

Search Engine Optimization/EON:Enhanced Online News

Worried that your release will be lost in a mountain of show news?

[EON:Enhanced Online News](#) helps increase your search engine results and drive audiences to your website taking advantage of the "Long Tail", that huge percentage of consumers searching for your press release content long after the initial impact of a traditional news release. Additional features include a permanent URL for your release, dynamic "quotable" callouts, trackbacks, website preview as well as all of the XHTML benefits already provided with a Business Wire news release.

Electronic Press Kit via Virtual Press Office

Reduce your costs and enhance the visibility of your presskit. Create an [electronic presskit](#) through VPO and make your press materials instantly accessible through the exhibitor news area of the official show website. Includes an online [DayTrak report](#), measuring opinion leaders who requested and reviewed your material.

vNews by Virtual Press Office

Fully customized news release distribution with [real-time reporting](#).



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