

**Tradeshows**

**Multimedia**

**Measurement**

**E-Presskits**

Work with the recognized leader in event news release distribution to maximize your event investment with exposure to key audiences 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](http://www.BusinessWire.com).

To order a Virtual Press Office  
Presskit or vNews services, email:  
[tradeshow@businesswire.com](mailto:tradeshow@businesswire.com)

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

## News Release Distribution Options

### ITB 2008 News Release Distribution Exclusives

Business Wire Tradeshow circuits automatically include the following:

- ▶ Posting to the ITB 2008 exhibitor news archive hosted by Business Wire and Virtual Press Office.
- ▶ Posting to ITB 2008 news archives at [Tradeshownews.com](http://Tradeshownews.com) and [Virtualpressoffice.com](http://Virtualpressoffice.com).
- ▶ Distribution to attending media and analysts.
- ▶ Distribution to travel and industry related trade media worldwide via Business Wire and Virtual Press Office.
- ▶ Distribution to online media, bloggers, industry and financial analysts and financial investor systems.
- ▶ XHTML: only Business Wire allows you to embed keyword hyperlinks or SmartLinks within your news releases.
- ▶ Social Media: automatic inclusion of links for posting to social media sites

### Measurement & Media Interest Reports

- ▶ NewsTrak Reach, Posting and Access Reports: news distribution, portal posting highlights and viewership data and charts included at no charge.
- ▶ Virtual Press Office DayTrak media interest report: (€200 value) included at no charge.

### Smart News Release: Add Your Photos, Podcasts & Multimedia

Make your photos, podcasts & multimedia instantly accessible through your press release to show media, consumers and anyone with an interest in this event worldwide.

### 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 (€525 for up to 6 docs/files, €80 for each additional doc/file).

### Additional Services

- ▶ **NEW** - Search Engine Optimization (EON Enhanced Online News) - maximize search engine ranking and social media functionality.
- ▶ **NEW** - vNews - real-time reporting for your press releases with journalists contact details, you can also include your own proprietary email lists. (€360 per release).

Rates are in EUR and are effective January 01, 2007



[tradeshow@businesswire.com](mailto:tradeshow@businesswire.com)  
[www.businesswire.com](http://www.businesswire.com)

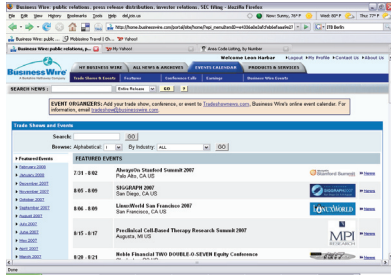
Tradeshow Services ▶US: +1 310.820.8473, ext. 116 or 114 ▶France: +33 (0) 1.56.88.29.40  
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# 2008 Rates: Tradeshow Services

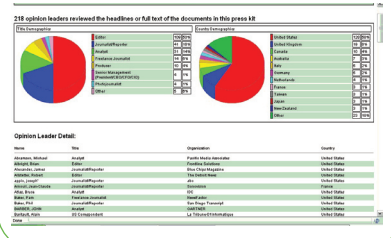
## Exhibitor News Archive

All releases issued via Business Wire automatically post to our news archive on the ITB 2008 show site.



## VPO DayTrak Report

Value-added VPO DayTrak media distribution and measurement reports are included with Tradeshow news release distribution orders.



## Smart News Release

Include photos, podcasts & multimedia within your news releases.



### Global

- Tradeshow Full Global
- Tradeshow Global Media
- Tradeshow Global EconoPack

	First 400 Words	Each Add'l 100 Words
PREMIER CIRCUIT	€6055	€1515
PREMIER CIRCUIT	€2970	€ 745
PREMIER CIRCUIT	€2620	€ 655

### Europe

- Tradeshow Europe Media
- Tradeshow France
- Tradeshow Germany
- Tradeshow UK & Ireland Media
- Tradeshow London Metro

	First 400 Words	Each Add'l 100 Words
PREMIER CIRCUIT	€ 955	€ 240
	€ 435	€ 110
	€ 350	€ 90
PREMIER CIRCUIT	€ 315	€ 80
	€ 155	€ 40

### North America

- Tradeshow North America
- Tradeshow US National
- Tradeshow US Tech Corridor
- Tradeshow US State or Metro/City
- Tradeshow Canada

	First 400 Words	Each Add'l 100 Words
PREMIER CIRCUIT	€ 690	€ 175
PREMIER CIRCUIT	€ 590	€ 150
	€ 360	€ 90
	€ 150-€255	€ 40-€65
	€ 335	€ 85

### Asia-Pacific

- Tradeshow Asia-Pacific Media
- Tradeshow All Japan
- Tradeshow Greater China
- Tradeshow South Korea
- Tradeshow India

	First 400 Words	Each Add'l 100 Words
PREMIER CIRCUIT	€1120	€ 280
PREMIER CIRCUIT	€ 605	€ 155
PREMIER CIRCUIT	€ 440	€ 110
	€ 435	€ 110
	€ 350	€ 90

### Smart News Release: Add Photos / Multimedia

- Added to Premier Circuits
- Added to Standard Circuits

	First Photo or File	Each Add'l Photo or File
	€ 240	€ 175
	€ 400	€ 175

### EON: Enhanced Online News

EON Delivery

	With a circuit	Standalone
	€ 180	€ 235

Contact us for additional options. Visit [businesswire.com](http://businesswire.com) for complete media lists.

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