

Tradeshow

Multimedia

Measurement

SEO

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

Press Release Distribution Services

Not using Business Wire for your event news? Here is what you are missing:

- ▶ Posting to the official show exhibitor news archive (when official wire).
- ▶ Distribution to show relevant trade media worldwide via Business Wire and VPO.
- ▶ Inclusion on daily show news recaps for attending media (when official wire).
- ▶ Posting to dedicated exhibitor news archives at Tradeshownews.com and Virtualpressoffice.com.
- ▶ Automatic insertion of social media tags and SEO optimisation 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 press release for easy access.

Search Engine Optimisation/EON Distribution

Worried that your release will be lost in a mountain of show news? Include EON distribution. EON distribution 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 press release. EON's 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 press 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 by media and consumers worldwide. Includes an online DayTrak report, measuring opinion leaders who requested and reviewed your material.

vNews by Virtual Press Office

Fully customised news release distribution with real-time reporting.



Issuing 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 are *not* a Business Wire Member, we will get you set up quickly. Just contact your nearest Business Wire office:

- ▶ France: +33 (0)1 56 88 29 40
- ▶ Germany: +49 (0)69 915 066-0
- ▶ UK: +44 (0)20 7626 1982

or email:
europa.info@businesswire.com

Tradeshaw

Multimedia

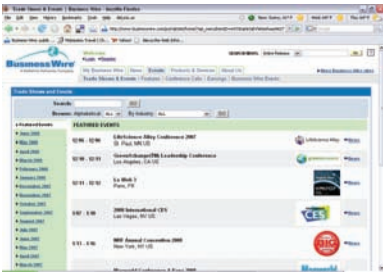
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Tradeshaw-Rates 2008

Event News Archives

Business Wire creates dedicated news archives for hundreds of events each year.



Smart News Release

Include photos, video & multimedia within your press releases.



Europe

Tradeshaw Europe Media	PREMIER CIRCUIT	€ 1.005	€ 255
Tradeshaw Europe Technology Media	PREMIER CIRCUIT	€ 1.455	€ 365
Tradeshaw D/A/CH	PREMIER CIRCUIT	€ 505	€ 130
Tradeshaw D/A/CH Technology Media	PREMIER CIRCUIT	€ 575	€ 145
Tradeshaw Germany		€ 370	€ 95
Tradeshaw France	PREMIER CIRCUIT	€ 460	€ 115
Tradeshaw France Technology Media	PREMIER CIRCUIT	€ 520	€ 130
Tradeshaw Scandinavia		€ 395	€ 100
Tradeshaw Scandinavia Technology Media		€ 420	€ 105
Tradeshaw UK/Ireland Media	PREMIER CIRCUIT	€ 335	€ 85
Tradeshaw UK/Ireland Technology Media	PREMIER CIRCUIT	€ 475	€ 120
Tradeshaw London Metro		€ 165	€ 45

North America

Tradeshaw North America	PREMIER CIRCUIT	€ 725	€ 185
Tradeshaw Canada Media	PREMIER CIRCUIT	€ 355	€ 90
Tradeshaw US National	PREMIER CIRCUIT	€ 620	€ 155
Tradeshaw US Technology Corridor		€ 380	€ 95

Asia-Pacific

Tradeshaw Asia-Pacific Media	PREMIER CIRCUIT	€ 1.180	€ 295
Tradeshaw Asia-Pacific Technology Media	PREMIER CIRCUIT	€ 1.520	€ 380
Tradeshaw India		€ 370	€ 95
Tradeshaw Japan Media	PREMIER CIRCUIT	€ 640	€ 160
Tradeshaw Greater China	PREMIER CIRCUIT	€ 465	€ 120
Tradeshaw South Korea		€ 460	€ 115

Global

Tradeshaw Full Global	PREMIER CIRCUIT	€ 6.360	€ 1.590
Tradeshaw Global Media	PREMIER CIRCUIT	€ 3.120	€ 780
Tradeshaw Global Technology Media	PREMIER CIRCUIT	€ 3.585	€ 900
Tradeshaw Global Econopack	PREMIER CIRCUIT	€ 2.755	€ 690

Smart News Release: add photos/multimedia

Add to Premier Circuits	€ 255	€ 185
Add to Standard Circuits	€ 420	€ 185

EON: Enhanced News Online

EON: Optimisation		€ 20
EON: Delivery	€ 190	€ 250

Virtual Press Office

Electronic Presskit with up to 6 files and reporting	€ 525
vNews customised press release distribution with real-time reporting	€ 380