

Tradeshows

Multimedia

Measurement

E-Presskits

Work with the recognised leader in event news release distribution to maximise your event with exposure to key audiences before, during and after the show.

Event Publicity Services

News Release Distribution Exclusives

Business Wire Tradeshow circuits automatically include distribution to:

- ▶ The official exhibitor news archive for this show (when BW is official).
- ▶ Exhibitor news archives at Businesswire.com, Tradeshownews.com and Virtualpressoffice.com.
- ▶ Attending media and analysts (when BW is official).
- ▶ Trade media worldwide via Business Wire and Virtual Press Office (VPO).
- ▶ Online consumer media, bloggers, industry and financial analysts, disclosure media and financial investor systems.
- ▶ XHTML: only Business Wire allows you to embed keyword hyperlinks or SmartLinks within your news releases.

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 (when BW is official). Includes an online DayTrak report, measuring opinion leaders who requested and reviewed your material (€485 for up to 6 docs/files, €80 for each additional document/file).

Additional Services

- ▶ **NEW** - Search Engine Optimisation (EON Enhanced Online News) - maximise search engine ranking and social media functionality (€180 per release).
- ▶ Clipping - have Business Wire's dedicated info services department assist you with any clipping needs (call for pricing).
- ▶ **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).

Issuing Your News Is Easy

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

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

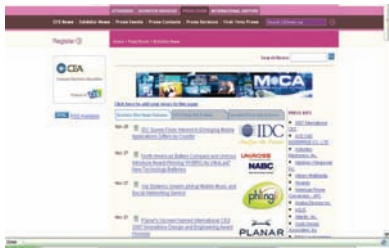
If you are not a Business Wire Member, we'll get you started quickly. Just email: tradeshow@businesswire.com.

Rates are in US dollars and are effective January 01, 2007

2007 Rates: Tradeshow Services

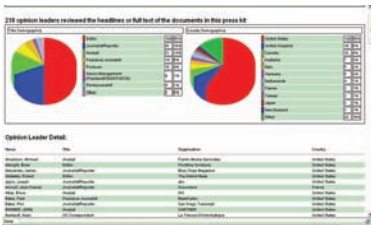
Exhibitor News Archive

Business Wire creates special exhibitor news archives for hundreds of shows. When we're official with a show, these archives become a part of the show's website.



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

		400 Word News Release	Each Add'l 100 Words
Tradeshow Full Global	PREMIER CIRCUIT	€6.055	€1.515
Tradeshow Global Media	PREMIER CIRCUIT	€2.970	€ 745
Tradeshow Global EconoPack	PREMIER CIRCUIT	€2.620	€ 655

Europe

Tradeshow Europe Media	PREMIER CIRCUIT	€ 955	€ 240
Tradeshow France		€ 435	€ 110
Tradeshow D/A/CH	PREMIER CIRCUIT	€ 480	€ 120
Tradeshow Germany		€ 350	€ 90
Tradeshow UK/Ireland Media	PREMIER CIRCUIT	€ 315	€ 80
Tradeshow London Metro		€ 155	€ 40

North America

Tradeshow North America	PREMIER CIRCUIT	€ 690	€ 175
Tradeshow US National	PREMIER CIRCUIT	€ 590	€ 150
Tradeshow US Corridor		€ 360	€ 90
Tradeshow New York Metro		€ 245	€ 65
Tradeshow Canada		€ 350	€ 90

Asia-Pacific

Tradeshow Asia-Pacific Media	PREMIER CIRCUIT	€1.120	€ 280
Tradeshow All Japan	PREMIER CIRCUIT	€ 605	€ 155
Tradeshow Greater China	PREMIER CIRCUIT	€ 440	€ 110
Tradeshow South Korea		€ 435	€ 110
Tradeshow India		€ 350	€ 90

Smart News Release: Add Photos / Multimedia

	First Photo or File	Each Add'l Photo or File
Added to Premier Circuits	€ 240	€ 175
Added to Standard Circuits	€ 400	€ 175

Smart Podcast

	Audio Podcast	Video Podcast
Podcast Posting (up to 30 minutes)	€ 395	€ 630
Production & Packaging (optional)	€ 790	€ 950

EON: Enhanced Online News

	With A BW Circuit	Stand-Alone Rate
EON Optimisation (analyse your release content)	€ 160	€ 160
EON Delivery	€ 180	€ 235

Contact us for additional products and services.

Rates are effective from 1 January 2007.

Tradeshow Services: France: +33 (0)1 56 88 29 50 • Germany: +49 (0)69 915 066-0
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