

Take your press kit online and increase the visibility of your important event news, information, multimedia and more.

Online Press Kit by Business Wire

Online Press Kit by BusinessWire®



Business Wire members may order the Online Press Kit through their My Business Wire account. Click the Online Press Kit tab on the right sidebar of Connect.

If you are not a Business Wire member contact us to get started. Email uk@businesswire.com or call +44 (0) 20 7626 1982

Visit us online at TradeshowNews.com.

The **Online Press Kit by Business Wire** integrates your breaking news releases, multimedia, product information, investor information, backgrounders, white papers, demos and other materials to create a dynamic Online Press Kit that is easily accessible by media, analysts, consumers and industry professionals. Your Online Press Kits are available on BusinessWire.com, TradeshowNews.com, as well as participating tradeshow and event Online Press Centres.

- ▶ **PROMOTE:** A search-optimised Online Press Kit advisory is sent via Business Wire and EON: Enhanced Online News, indexed on search engines and posted to hundreds of websites and databases.
- ▶ **REACH:** Reach media, consumers, bloggers, industry analysts and event attendees with your important product announcements, backgrounders, case studies, brochures, event invitations, white papers, multimedia and more.
- ▶ **SOCIAL:** Your Online Press Kits are easy to share on popular social media sites with our built-in sharing links.
- ▶ **OPTIMISE:** Increase the visibility of your Online Press Kit with custom URLs, keywords and tagging.
- ▶ **CONTROL:** Add, delete and change the content of your Online Press Kit when and where you want.
- ▶ **MEASURE:** Get key ROI analytics with NewsTrak Reach, Posting, Access and EON: Enhanced Online News reports.
- ▶ **IMPACT:** Make an impression with demos, photos, videos, presentations and other multimedia.
- ▶ **THRIVE:** The Online Press Kit is archived for one year to increase the long term visibility of your news and materials.

Comprehensive Packages

The Online Press Kit may be purchased in three-file and six-file packages with the ability to purchase additional files. All Online Press Kits include:

- ▶ Creation of Online Press Kit
- ▶ Logo, company description and link to company website
- ▶ Twitter, LinkedIn, Facebook and YouTube links
- ▶ Social media sharing capability
- ▶ PR, IR or corporate contact information
- ▶ Online Press Kit advisory distribution via Business Wire and EON to newsrooms, journalists, trade media, industry analysts, search engines, online news sites, mobile apps and more
- ▶ NewsTrak Reach, Posting, Access and EON: Enhanced Online News reports
- ▶ EventTrak pre- and post-show media intelligence report (for select events)
- ▶ Archiving for one year