

Tradeshows

Multimedia

Measurement

Press Kits

Work with the recognized leader in news release and multimedia distribution to maximize your event exposure before, during and after the show.

Official Wire



Issuing Your News Is Easy!

Business Wire Members: Upload your releases and multimedia through Business Wire Connect at www.BusinessWire.com and select your distributions from the "Tradeshows" menus.

To order Virtual Press Office Presskit or vNews services, email: Tradeshows@BusinessWire.com

If you're not a Business Wire member, [click here](#) for a membership form or email: Tradeshows@BusinessWire.com

Partnerships

BIO DEUTSCHLAND

**SWISS+
BIOTECH™**

Bio
BIOTECHNOLOGY
INDUSTRY ORGANIZATION

News Release Distribution Services

Business Wire's value-added **Tradeshows Circuits** include the following at no additional charge:

- ▶ Distribution to thousands of show relevant **trade media** worldwide.
- ▶ Posting to **hundreds** of search engines, websites, databases and online news sites.
- ▶ Inclusion on daily show news recaps for attending and industry media.
- ▶ Posting on several websites, on the official show site along with a dedicated **exhibitor news archive** at Tradeshowsnews.com.
- ▶ Automatic insertion of **social media bookmarks**.
- ▶ Automatic posting to related industry **RSS feeds**.
- ▶ **Measurement Reports**: Business Wire 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.
- ▶ **XHTML** style.

Photo, Video and Multimedia Distribution

Multimedia news is 2.5x more likely to be viewed. The **Smart News Release** is the most effective way to deliver your product photos, video, audio, white papers, powerpoints and more to bloggers, consumers and media worldwide. Your multimedia is available directly through your news release for easy access and through a special section of the exhibitor news archive.

Electronic Press Kit via Virtual Press Office

9 of 10 journalists prefer an online Press Kit to traditional printed news resources. "Be Green", reduce your costs and enhance the visibility of your press kit with an **electronic press kit** through Virtual Press Office. Make your press materials instantly accessible through the official show site and by media and consumers worldwide. Includes a post show DayTrak report, measuring opinion leaders who requested and reviewed your materials.

vNews by Virtual Press Office

Create a fully customized HTML email campaign with **real-time lead generation and media reporting**.

Search Engine Optimization

EON:Enhanced Online News posts your press release to our web-optimized platform and turn your release into an interactive web portal designed to be found, read and shared, as well as indexed by search engines.



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