

Online Press Kit

Your Organization's Important News, In One Easily Accessible Place

Integrate your breaking news, multimedia, product information, backgrounders, investor information, invites, white papers, case studies, demos and other materials to create an Online Press Kit that is easily accessible by media, analysts, consumers and industry professionals. Your Online Press Kits are available on BusinessWire.com and TradeShowNews.com, as well as participating trade show and event Online Press Centers.

Promote:

An Online Press Kit advisory is sent via Business Wire and indexed on search engines and posted to hundreds of websites and databases. Includes the NewsTrak measurement and NUVI social media monitoring reports.

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.

Control:

Add, delete and change the content of your Online Press Kit when and where you want up until seven days after the show ends.

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 option to purchase additional files. All Online Press Kits include:

- Logo, company description and link to company website
- Twitter, LinkedIn, Facebook and YouTube links
- Social media sharing capability
- PR, IR, and corporate contact information
- Online Press Kit advisory distribution via Business Wire to newsrooms, journalists, industry analysts, search engines, online news sites, bloggers, mobile apps and more. Includes NewsTrak and NUVI reports.
- EventTrak Report (for select events)
- Archiving for one year
- Promotion on Twitter [@TradeShowNews](https://twitter.com/TradeShowNews)

Rates

Six-File Package	\$525
Three-File Package	\$325
Each additional file	\$85

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

If you are not a Business Wire member contact us to get started. Email tradeshow@businesswire.com or call +1.310.820.9473.

