

## Promote Your Trade Show, Conference or Event

Business Wire is the global leader in event news release distribution. We work directly with the public relations teams of hundreds of events worldwide including many of the largest in the world.

As a commercial news release distribution service we can help your public relations team with the following:

- [distribute](#) your news releases and promote your event(s) to the widest audience possible
- make your [digital content](#) easily available through your news releases
- create a dedicated [news archive page](#) for your event(s)
- provide you with reports to help you [measure performance](#) of each news release
- provide you with a “[green alternative](#)” to paper press kits
- Getting the media interested in your event is a really critical component to how you generate word of mouth and interest from new sponsors and exhibitors. Our [TechNews](#) service allows you to see all of the media who have covered your event historically, so you can easily invite them to register -- and the platform also makes it possible to explore key media covering topics related to your event so you can identify key new targets to engage.

We can also work with you in providing our services to exhibitors, sponsors and presenters in helping them to meet their public relations and marketing goals for your event.

## Packages offered:

- 1. Event Listing**
  - [Event listing](#) with news archive and RSS feed
  - 6-file [Online Press Kit](#) with wire advisory

**\$750 per event**
- 2. Event Listing/News Distribution/Social Media Monitoring**
  - [Calendar listing](#) with news archive and RSS feed
  - 6-file [Online Press Kit](#) with wire advisory
  - **Three** 900-word news releases distributed to the US National Circuit which also includes media measurement, mobile distribution, social media sharing and more
  - 1 photo/multimedia file per news release via the [Smart News Release](#)
  - 3 month access to [TechNews](#), tech PR's most powerful platform for engaging media and analysts
  - [NUVI Social Media Snapshot](#) report for each news release distributed

**\$5900 per event (value - \$9315)**
- 3. Event Listing/Expanded News Distribution/Social Media Monitoring**
  - [Calendar listing](#) with news archive and RSS feed
  - 6-file [Online Press Kit](#) with wire advisory
  - **Six** 900-word news releases distributed to the US National Circuit which also includes media measurement, mobile distribution, social media sharing and more
  - 1 photo/multimedia file per news release via the [Smart News Release](#)
  - 12 month access to [TechNews](#), tech PR's most powerful platform for engaging media and analysts
  - [NUVI Social Media Snapshot](#) report for each news release distributed

**\$10250 per event (value – \$17105)**

**Contact us directly if you have a non-US event or require a more *customized proposal*.**

**For additional information or to get started email [tradeshow@businesswire.com](mailto:tradeshow@businesswire.com).**

*Value based on current Business Wire published rates*