

RSNA ONLINE PRESS OFFICE

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The **RSNA Online Press Office** provides important benefits to exhibitors, including:



We have found VPO to be a valuable and integral element of trade show communications for our clients. It has a dynamic platform to effectively create brand awareness, communicate show announcements, and provide editors with a convenient tool to gather news. It addresses the key market trends and creates a venue to ensure show news can be used to drive booth traffic and, as importantly, keeps editors whether they are attending the show or not - informed so our clients receive maximum editorial coverage.

- Patrick Brightman President, 3E Public Relations Completely branded, responsive online press kit options to house all of your company's news, supporting content & more. Our <u>online press kits</u> eliminate need for paper & USBs saving you time & money. Utilize kit on the show floor, follow up with leads and easily make any last-minute changes (What's a press kit? Find out <u>here</u>).

- Email distribution of your news to registered & key industry media to garner earned media coverage for the event.
- Exclusive exhibitor discounts on PR Newswire distribution, the industry's strongest Network that includes more than 4,400 websites, nearly 3,000 media outlets and more than 550 news content systems. Boost visibility & discoverability for your message to attract new audiences.
 - Post show reports that provide actionable insights with performance and audience engagement data to track your ROI
 - One-on-one counseling with our content specialists to assist with content strategy.

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Questions? Contact our Online Press Office representatives at <u>sales@vpoinc.com</u> or +1-973-783-7787, Opt. 0.