

## **RSNA ONLINE PRESS OFFICE**

Virtual Press Office/Cision PR Newswire is a RSNA official partner that provides a suite of news distribution options to help raise your visibility at RSNA 2018.

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.

Click here for package options and to secure your online press kit today

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