Welcome to: How to Promote Your RSNA Exhibit

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How to Promote Your RSNA Exhibit:
Tools and Strategies for Event Marketing and Media Relations
Oct. 5, 2022
Today’s Presenters

Introduction: Sherry Gendel, RSNA

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Agenda

Who We Are
- Introduction to VPO and Cision PR Newswire

Pre-show Marketing
- Pre-show marketing statistics

RSNA Online Press Room
- Introduction to the RSNA online press room

Online Press Kit
- Online press kit benefits, features, tips & example

News Release Distribution
- News release distribution benefits, features, tips & success story
Established in 1996, VPO invented the online trade show press office as an environmentally-friendly alternative to traditional paper press kits. Today, we are a leader in online press office management and have worked with RSNA for 10+ years.

From online-only and on-site press rooms to virtual, hybrid, and in-person events, VPO has supported events of all sizes and scenarios.

We’ve worked with household names like Fujifilm, Philips, and the Cleveland Clinic and have helped hundreds of brands in the industry execute their event strategies.
70% of attendees decide which booths to visit before the event.¹

Only 13% of companies do some type of pre-show marketing.¹

Just 40% of exhibitors who engage in pre-show marketing track metrics.²

63% of exhibitors see the value and importance of pre-show tactics increasing.²

Source 1: Trade Show Marketing: What to Do Before the Show by Sarah Leung
Source 2: EXHIBITOR Magazine Pre-show Marketing Survey
Pre-Show Marketing
Effective Tools & Methods

**EMAIL**
Personal invites, blasts to segmented lists, signature ads.

**SOCIAL MEDIA**
LinkedIn, Facebook, Twitter – wherever your customers and target audience are.

**EVENT MICRO SITES**
Dedicated landing pages, online press kits, focused campaign sites with unique URLs.

**BLOGS**
Sneak peeks or teasers, thought leadership, speaker profiles, sponsorship missions.

**OTHER CONTENT**
Press releases, photos, videos, etc. can be repurposed across owned and paid channels.
RSNA Online Press Room
For Media, Attendees, and Industry Professionals

http://rsna.vporoom.com/
To access the press room, you can use the direct URL above, or via the RSNA 2022 newsroom.

Comprehensive
Look no further than this centralized resource for the latest breaking news and supplemental assets.

Visible 24/7/365
Accessible any time, day or night, from any device, making it easy for journalists, attendees, and industry peers to find information.

SEO
The online press room and press kits are search engine optimized, resulting in more audiences finding and engaging with content.

Flexible
Able to handle any type of file – from HTML and PDFs to videos and photos – and built to accommodate last-minute changes.

The 2021 press room received over 1200 visits, over 2300 pageviews, and thousands of clicks from October-December.
Journalist Panel – Covering Events

Survey Highlights

What would make your job easier?

- Keep content online longer/indefinitely
- Have information available prior to event
- Make representatives and content easily accessible

"Create event landing pages with news and resources about technology breakthroughs, new products, thought leadership, and contact information for people willing and able to chat more in depth about these topics. Include links to full-text press releases and downloadable image files."

What is your preferred way to receive virtual event news?

- Wire Services
- Direct Pitching
- Automated Email Alerts
- Event Press Sites
Online Press Kit Benefits

Features that help connect brands and target audiences

**CONTENT HUB**
House everything from press releases to high-resolution images and video to case studies or brochures.

**DISTRIBUTION CAPABILITIES**
News announcements are delivered via email directly to RSNA attending media and industry professionals.

**CONTACT DETAILS**
Who is the best contact to connect with at the show? What about after the event for follow-up questions?

**REPORTING METRICS**
Learn what content resonated with your audience. See clicks, downloads, and email opens.

**RESPONSIVE DESIGN**
Whether on a smartphone, tablet, laptop, PC or other device, enjoy a seamless content experience.

**BRANDED MICROSITE**
Customize the landing page with a company logo, description, style guide color, and social media feeds.

**SHAREABLE URL**
Include the link in everything from email invites and Tweets to business cards and event collateral.

**PREMIUM ADD-ON OPTIONS**
Integrate a lead generation form, incorporate a slideshow feature, or utilize call-to-action buttons.
Online Press Kit Levels

Micro Kit ($425)

- Vanity URL (e.g., rsna.vporoom.com/Brand)
- PR contact listing, logo, website, description
- 3 pieces of content (releases, photos, spec sheets, brochures, executive bios, etc.)
- Email distribution of press releases to registered press and interested professionals
- Social sharing buttons
- Weekly and monthly reports containing data on press kit views and actions
- Archiving of press kit for 1 year

Standard Kit ($725)

All Micro Kit features, PLUS:

- 6 pieces of content (rather than 3)
- Ability to embed up to 3 assets with each news release
  - For example, if you have 6 press releases, you could add 3 images to each one
- Choice of branding design color
- Company social media feed display

Premium Kit ($1025)

All Standard Kit features, PLUS:

- 10 pieces of content (rather than 6)
- Scrolling photo slideshow banner with up to 5 images and call-to-action links
- Lead generation form and/or call-to-action button to capture leads or book appointments for demos, interviews, etc.
- Enhanced SEO optimization
- Customized URLs for each press kit page
  - rsna.vporoom.com/Brand/news
Online Press Kit Tips
From Content to Promotion

Use Relevant Content
Pare down materials to only the most pertinent for the event and your story.

Mix & Match Formats
Feature various types of content, from text to multimedia.

Promote URL
Use a multichannel promotion strategy to drive traffic to the landing page.

"Show Floor" Tool
Don’t forget to use the press kit as a resource during virtual event hours.

Follow-up Link
Include the press kit URL in your post-show communications and pitches.

Reporting Data
Take stock of what content performed well to inform next year’s strategy.
Getting Graphic: How Journalists Are Minding Multimedia

We know that journalists are increasingly focused on audience metrics and driving engagement with their content, so it makes sense that many are turning to multimedia to inform and extend their stories.

Not only do photographs, videos, audio clips, infographics and illustrations help contextualize a story, they add a visual or aural dimension that has been proven to increase consumer engagement.

- Engagement with text only: 1x
- Engagement with one image: 2x
- Engagement with one video: 3x
- Engagement with multiple images: 6x
Pitch-Worthy Press Kits Use Multimedia
Make your kit visually engaging

Multimedia Best Practices

Tips for Publicists and Brand Marketers

In addition to helping journalists with their stories, providing multimedia helps you express a narrative and visually represent your story the way you want. Without an image, video or other content to go by, media outlets may skim and move on.

Start with quality
High-resolution images are a must. Period.

Caption your content
Include captions and credits with all visuals (so journalists don’t have to chase you down for details) and make sure you’ve secured the rights to share any assets you offer up front.

Link, don’t attach
Not only do attachments eat up space, but many journalists also automatically delete emails that include attachments to protect against viruses (if those emails don’t already end up in the spam folder). Do everyone a favor and include links to a landing page, press kit or a cloud storage folder where journalists can easily find and download the assets they need.

Make them easily accessible
If a journalist has to register or get special permission to view your assets, you’re giving them more work to do and eating into their already limited time.

BOTTOM LINE
Do your homework.

Different companies will have different guidelines around multimedia submissions.

Take the guesswork out of what you can or should include by going right to the source: Most outlets will provide guidelines on their websites (link vs. attachment, file format and size, etc).

If available, look at the pitching profile of the journalist to whom you’re reaching out—online or in a reliable media database—to learn their requirements.
Supplemental Content Ideas

What’s more, 1 in 5 journalists (22%) explicitly say that publicists can do them a favor by including multimedia content in their pitches and with their press releases. More than half of journalists (54%) go so far as to say they would be more likely to cover a story if provided with multimedia.

Going by journalists’ most-used multimedia elements from the last half of 2021, images may be the fastest way to get out of journalists’ inboxes and onto their editorial calendars: Worldwide, 81% of journalists have recently used photos to accompany content. Video is also popular (47%), followed closely by infographics (41%) and social media posts (39%).

Which multimedia or data elements have you included in your articles over the past 6 months?

- Images: 81%
- Videos: 47%
- Infographics: 41%
- Social media posts: 39%
- Livestreams: 16%
- Web polls: 16%
- Brand logos: 15%
- User-generated content: 13%
- Quizzes: 6%
- Animated gifs: 6%

Although images and videos top the list across the globe, we did notice a few regional differences. For example, APAC journalists reported the highest usage of livestreams (28%), web polls (28%) and user-generated content (20%) among all regions. And nearly 20% of North American journalists included logos in their recent stories, compared to only 13% in EMEA and 4% in APAC.
Online Press Kit Example
Best Practices for RSNA Exhibitors

Recognizable Branding
Adding a banner, description, website, social media accounts, and contact information makes it easy to connect with the company.

Focused Press Release
Posting at least one press release drastically increases your visibility, and it will be even more effective if it specifically mentions RSNA, as this one does.

Smart Supplemental Content
Video demos and brochures help build on the press release to continue to tell their brand story and provide additional information in alternate formats.
News Release Distribution

Benefits, tips and examples
Press Release Benefits
How can a press release help with B2B communications?

Reach New Audiences
PR Newswire’s network includes 4000+ websites and can target trade publications in the publishing industry.

Generate Brand Awareness
If no one knows about your products or service, how will they know to buy it?

Create a Relationship with Media
78.3% of journalists want to see news announcements/press releases from brands – 2021 State of the Media Report.

Boost SEO Traffic
Posting of release on prnewswire.com which receives 5.3 Million monthly organic search traffic.

Demonstrate Thought Leadership
Showing you’re an expert in a field helps attract media and readers alike.

Build Business Credibility

Encourage Customer Engagement
Distributing a well-crafted press release leads to direct engagement and sharing on social channels.

Curate a Content Portfolio
The more content available the greater the credibility.
Additional News Distribution Benefits
Achieve Your Event Communications Goals

SEO
Posting of release on prnewswire.com which received 13M+ organic search referred traffic & approx. 1.7M unique monthly visitors from May 2016-May 2017

SOCIAL MEDIA
Reach thousands of Twitter followers across industry-specific handles including @PRNhealth, @PRNAlert and @PRNtech.

MEASUREMENT
Evaluate your results with PR Newswire’s Visibility reports that shows performance and audience engagement data.

COUNSELING
We’re here to help! We provide one-on-one counseling to assist you with your content strategy, press release best practices, SEO tips and more!
News Release Distribution Options

Pair a PR Newswire distribution with a press kit

National Exposure Package $1325

Standard Online press kit + a US National release over PR newswire. Best for targeting the media AND websites and industry professionals across the US. Great for new products, breakthroughs & other major announcements.

Includes:
- 800-word release to newspapers, radio, TV and trade magazines in all 50 states.
- 4,400 + websites and SEO with prn.com
- Twitter posting
- Distribution to PRNJ
- Visibility Reports

Web Visibility $825

Standard Online press kit + Web-only release over PR Newswire. This option is best if you’re not interested in reaching the media but you want your content to reach a larger audience outside of your website. (Example: sending out a release promoting the company blog)

Includes:
- Unlimited word release to 1,600+ websites
- SEO with posting to prnewswire.com
- Visibility reports

Does not include posting to PRNJ, twitter posting or distribution to newspapers, radio, TV or trade magazines.
News Release Distribution Options (cont.)

Pair a PR Newswire distribution with a press kit

National Bundle $1795
**Best Value & Most Popular**

Standard Online press kit + a US National release over PR newswire with 1 asset and Radiology influencer list.

Includes:
- 800-word release to newspapers, radio, TV and trade magazines in all 50 states.
- 1 Asset (Logo, Photo, Video)
- 1 Radiology Influencer List
- 4,400 + websites and SEO with prn.com
- Twitter posting
- Distribution to PRNJ
- Visibility Reports
Drive Engagement with Sponsored Placement’s Exclusive Native Article Format

Reach millions of consumers with Native Article, the most effective placement format in digital media for driving engagement.

Our high-performing and exclusive formats tell powerful brand stories directly on publisher sites in your industry target.

81% of consumers trust content on publisher sites*

*According to Digital Content Next

How does it work?

- Your content will be seamlessly woven in as Sponsored Content with other featured stories on high-traffic websites
- Native articles are the most effective placement formats in digital media for amplifying your story
- Native ad is live for duration of campaign - article landing pages are live for up to 1 year

Powered by NATIVO
1. Distribute your press release via PR Newswire and choose Sponsored Placement.

2. Your press release is converted into a native article that is promoted in-feed on premium publisher websites. It is also sent to journalists for editorial consideration.

3. Your story is amplified, with thousands of impressions on curated, premium publisher websites enhancing your total potential audience reach.

Sponsored Placement

[Diagram showing distribution and promotion of press release across various publishers]

Cision
PR Newswire

Sponsored Placement

https://rsna.vporoom.com/more-info-packages
News Release Tips
6 Tips for Trade Show Press Releases

1. **Incorporate the event name into the headline or subhead**
   Headlines should feature your company name and event name as it enhances the discoverability of your content.

2. **Feature a clear call to action**
   Have a clear direction for what you want the readers to do next.

3. **Utilize multimedia elements**
   Visual assets increase views and engagement of potential customers and the media.

4. **Use natural language and disruptive formatting**
   Natural language and skimmable content helps win points with readers and search engines.

5. **Don’t forget about the booth link!**
   Make sure interested readers know where to find you at the event!

6. **Take advantage of social media**
   Promote your announcement on social channels and include the official RSNA hash tag #RSNA22
## News Release Timing

**Going Against the Flow: The Best Time to Send Your Trade Show Press Release**

<table>
<thead>
<tr>
<th>START WITH GOALS</th>
<th>OTHER BIG ANNOUNCEMENTS</th>
<th>SEND MORE THAN 1 RELEASE</th>
<th>DEALING WITH HOLIDAYS</th>
<th>RSNA ATTENDEE BEHAVIORS</th>
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<tbody>
<tr>
<td>Determining the main goal you want your release to accomplish will help determine when to send it. Booth traffic = 1-2 weeks out.</td>
<td>If a larger company is making an anticipated announcement – avoid sending your news in the hours leading up to and after it.</td>
<td>Sending more than one news release can help keep your company top of mind and create excitement to visit your booth at the show.</td>
<td>RSNA is unique in that it starts soon after a holiday. It’s usually best to avoid sending your news Thanksgiving week (or at least Wed. Nov. 27) as some extend vacations.</td>
<td>When we went to RSNA we learned that more INTL attendees came on Sunday and US attendees waited until Monday due to the holiday.</td>
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RSNA 2022
**November 27 to December 1**
Example of a successful press release

Volpara Solutions Showcases End-to-End Cancer Screening Workflow at RSNA

- **Company name and Event name in headline**
  By putting RSNA in the headline this release comes up on searches that pair RSNA with the company name or key words like Cancer Screening. Booth # included in 1st graph.

- **Press Kit**
  RSNA press kit link included in second graph to direct readers to more news releases and content.

- **Multimedia assets (photos)**
  Including images with the release increases engagement and breaks up text.

- **Quote**
  Including a quote or quotes in your release increase chance for media pick up since it does some heavy lifting for journalists. They have the option to take a quote directly from the release for their article (which is done fairly often).
Measuring success
How do we know this release was successful?

PR Newswire Visibility Reports
PR Newswire provides a Visibility Report for every US release, and most international distributions, at no extra cost. Visibility Reports provide a high-level view of how your release performed online and with the media and show how users engaged with your release on prnewswire.com. PR Newswire also provides industry benchmarks to show how your release compared to similar releases in your industry.

1,100 Public Views
Number of views received on prnewswire.com and PR Newswire’s syndicated network.

101 Media Views
Journalists discovering and clicking on the news on PRNJ.

Organization Views
Yale University and Adventist Health

97 Engagements
94 click throughs | 1 share | 2 image downloads
Resources

❖ RSNA Exhibitor Best Practices Page (for webinar recording)

❖ RSNA Online Press Office

❖ BLOG: 6 Tips for Trade Show Press Releases

❖ BLOG: Going Against the Flow: The Best Time to Send Your Trade Show Press Release

❖ BLOG: How to Tell Your Trade Show Story with a Page-Turning Press Kit

❖ BLOG: 10 Critical Ingredients for the Perfect Online Press Kit

❖ VPO Knowledge Center
Receive 10% off any VPO package if you order by **Nov. 4**!

Order here: [http://rsna.vporoom.com/order](http://rsna.vporoom.com/order)

Enter **RSNAWebinar10** in the special instructions!
Q&A
We’re here to help!

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Please chat any questions you have now!
If you have any questions after this webinar, please contact us at 1-973-783-7787 or email vpo@cision.com. For RSNA exhibit questions, please email exhibits@rsna.org. Thank you from all of us at RSNA and Virtual Press Office/Cision PR Newswire!