

# How to Promote your RSNA Exhibit

Tools and Strategies for Event Marketing and Media Relations

Oct. 11, 2023

# Today's Presenters

Introduction: Sherry Gendel, RSNA



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*Operations Analyst and Partner Success Manager*  
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*Operations Analyst and Partner Success Manager*  
Virtual Press Office/Cision PR Newswire

# Agenda



## Who we Are

Introduction to PR Newswire

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## Pre-Show Marketing

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## RSNA Online Press Room

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## Online Press Kits

Benefits, features, tips, example; and findings from our annual State of the Media Report

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## Press Release Distribution

News release distribution benefits, features, and success story



# We can help you tell your brand story

## **Trade Show Expertise**

For more than 65 years, PR Newswire has been the industry leader with the largest, most comprehensive distribution network of print, radio, magazine, television stations, financial portals and trade publications. Established in 1996, VPO invented the online trade show press office as an environmentally-friendly alternative to traditional paper press kits.

## **Industry Insight**

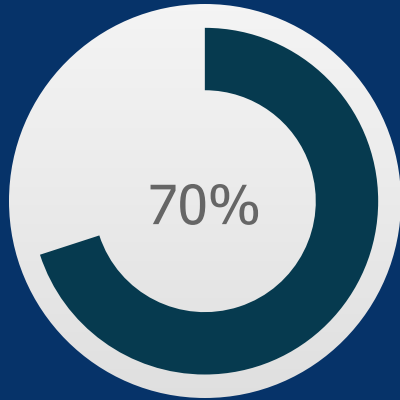
From online-only and on-site press rooms to virtual, hybrid, and in-person events, we have supported events of all sizes and scenarios and have worked with RSNA for 10 + years.

## **Content Credibility**

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.

# Pre-Show Marketing

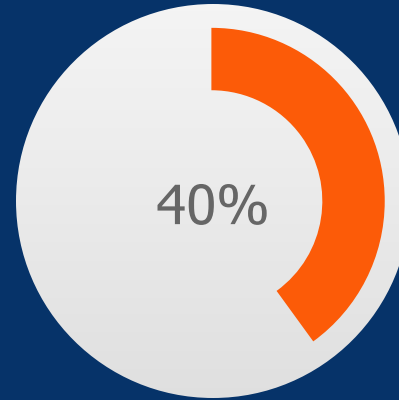
## Statistics



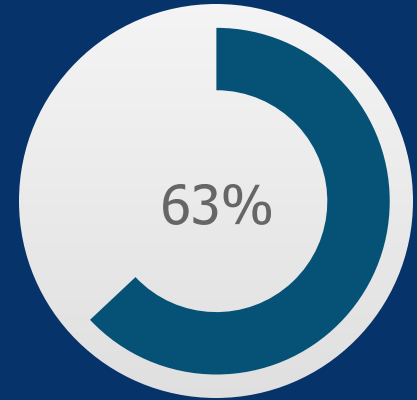
70% of attendees decide which booths to visit before the event.<sup>1</sup>



Only 13% of companies do some type of pre-show marketing.<sup>1</sup>



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



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

*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 MICROSITES

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

- 1 Centralized Resource**  
Look no further than this comprehensive resource for the latest breaking news and supplemental assets.
- 2 Available 24/7/365**  
Accessible any time, day or night, from any device, making it easy for journalists, attendees, and industry peers to find information.
- 3 Public**  
No login or special app required to view, download, or otherwise engage with press room content.
- 4 Search Engine Optimized**  
The online press room and press kits are search engine optimized, resulting in more audiences finding and engaging with content.
- 5 Easily Editable**  
Able to handle any type of file – from HTML and PDFs to videos and photos – and built to accommodate last-minute changes.

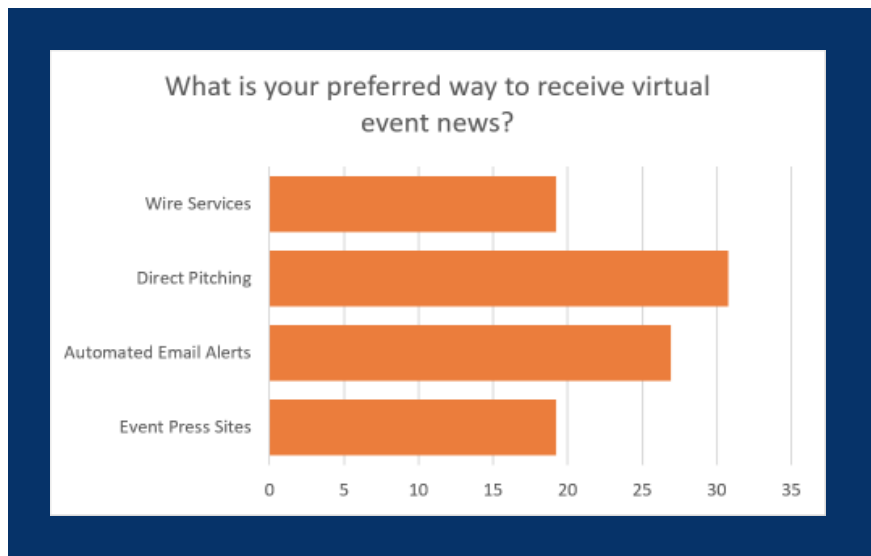
<https://rsna.vporoom.com/>

The screenshot shows the RSNA 2023 Online Press Room interface. At the top, it displays 'McCormick Place | Chicago | Illinois' and the 'RSNA 2023 LEADING THROUGH CHANGE' logo. The page is organized into several key sections: 'About Us' (describing RSNA as an association of radiologists, oncologists, and physicists), 'News Releases' (featuring a search bar and a list of recent news items from Illumina, Lethis, and Altamont Software), 'Exhibitor Kits' (listing software providers like Illumina, Lethis, and Xelis), and 'Media Inquiries' (providing contact information for media@rsna.org). A sidebar on the right includes social media links and a featured article titled 'FACTORS IN BREAST CANCER DISPARITY'.

To access the press room, you can use the direct URL above, or via the RSNA 2023 newsroom.

# 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."



# Online Press Kits

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Benefits, features, tips, & example

# 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.



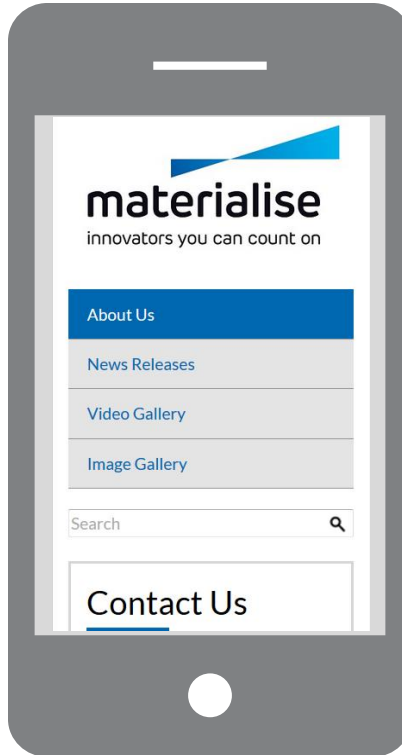
## CONTACT DETAILS

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.

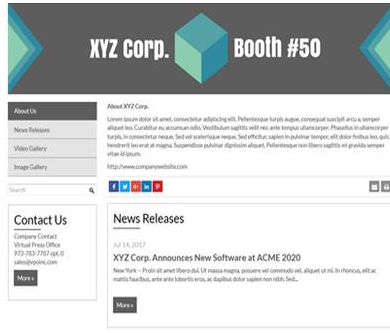


## PREMIUM ADD-ON OPTIONS

Integrate a lead generation form, incorporate a slideshow feature, or utilize call-to-action buttons.

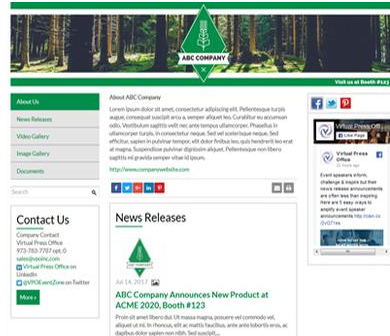


# Online Press Kit Levels



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.

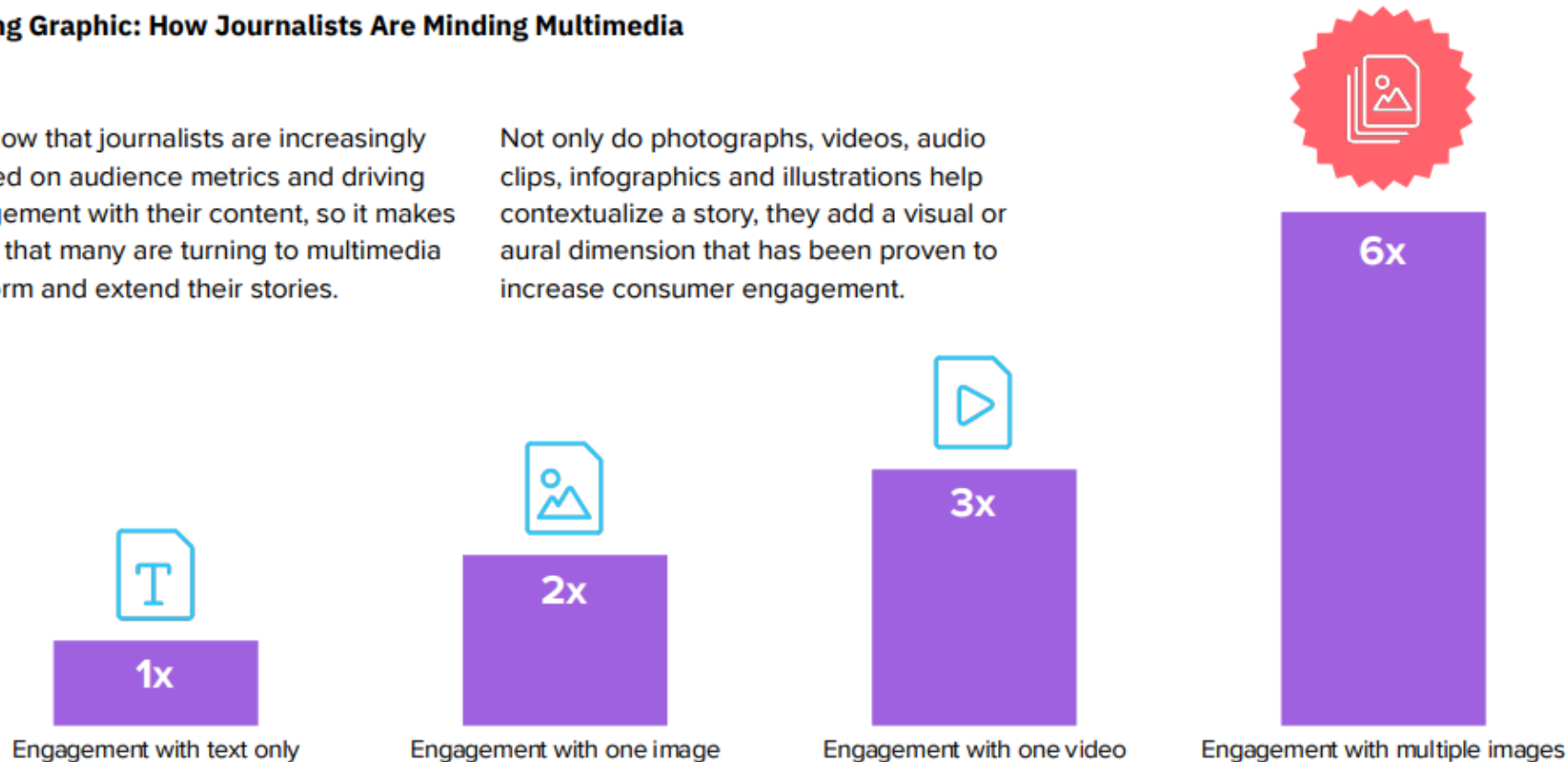
# Cision State of the Media Report

## How to Position Content for Journalists

### 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.



# 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.).

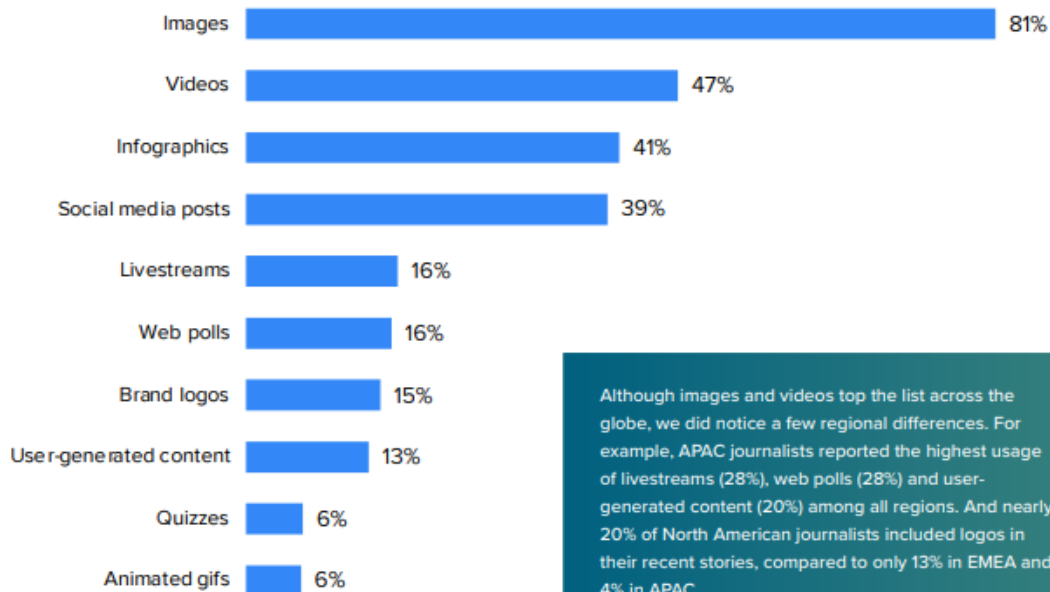
If available, look at the pitching profile of the journalist to whom you're reaching out—online or in a reliable media database—to learn their requirements.

# 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?



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.



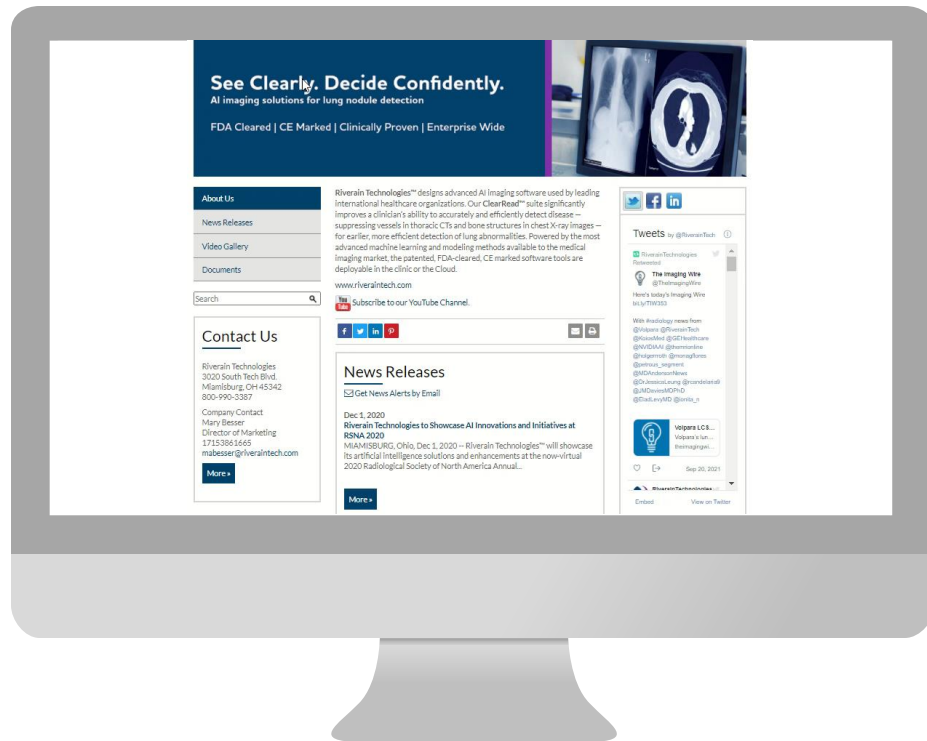
### Focused Press Release

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

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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?



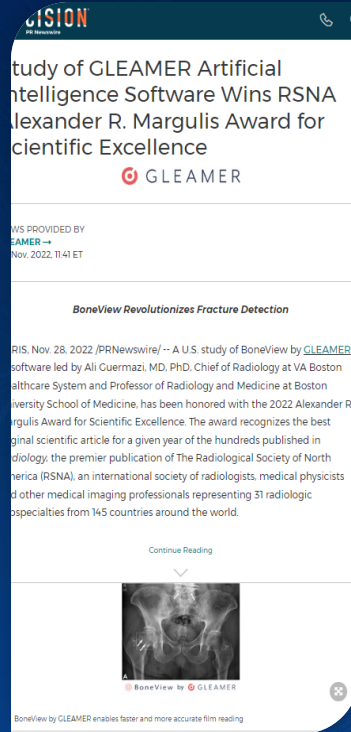
## Create a Relationship with Media

Press releases are the #1 source journalists use for generating content or ideas, according to the 2023 State of the Media Report.



## Boost SEO Traffic

Posting of release on prnewswire.com which receives 6.2 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

Media & consumers view press releases as a trusted source of data - [2021 Edelman Trust Barometer Special Report](#).



## 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 communications goals

1

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## SEO

Posting on prnewswire.com which received 6.2 Million monthly organic search traffic and 450,000+ unique websites that link to PR Newswire content.

2

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## Targeted Lists

Reach journalists and influencers that have signed up to receive news about the radiology industry via our influencer lists

3

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## Measurement

Evaluate your results with PR Newswire's Visibility Reports that show performance and audience engagement data.

4

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## 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
- 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 and 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

### Seno Medical's Market-Ready Imagio® OA/US Breast Imaging System Launches at RSNA 2022, Booth 6120

NEWS PROVIDED BY  
Seno Medical →  
27 Nov. 2022, 10:00 ET

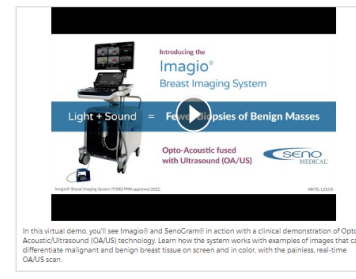
SHARE THIS ARTICLE

*The category-defining Imagio® Breast Imaging System helps physicians differentiate between benign and malignant breast lesions using a novel combination of ultrasound and opto-acoustic technology.*

SAN ANTONIO, Nov. 27, 2022 /PRNewswire/ -- Seno Medical, makers of the Imagio® Breast Imaging System - a revolutionary new modality in breast imaging - will officially launch the commercially available system at the annual RSNA Scientific Assembly and Annual Meeting starting November 27 through December 1 in Chicago (Booth 6120). Recently recognized with a Gold Edison award, a Cold Medical Design Excellence Award, and as a semifinalist in the Minnies 2022 competition for its medical innovation, Seno's groundbreaking diagnostic breast cancer imaging system helps physicians differentiate between benign and malignant breast lesions using non-invasive opto-acoustic/ultrasound (OA/US) technology to provide information about breast lesions in real time, helping providers to characterize masses that may – or may not – require more invasive diagnostic evaluation.

In support of the launch at RSNA, Seno Medical will bring its category-defining Imagio® System to the doorsteps of clinicians and healthcare providers throughout the USA with its mobile education and demonstration tour, Imagio® OA/US Road Show - Scans Across America. The hands-on tour, which began this summer and is scheduling stops across the country throughout the coming year, enables on-site demonstrations of the Imagio® System.

The market-ready Imagio® System received supplemental premarket approval (PMA) from the Center for Devices and Radiological Health (CDRH) of the US Food & Drug Administration (FDA) in June of this year; it incorporates the latest in ultrasound imaging technology required for premier breast



## Drive Engagement with Guaranteed Paid Placement's Exclusive Native Article Format

Reach millions of consumers with Native Article, the most effective placement formation 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*

 Patient

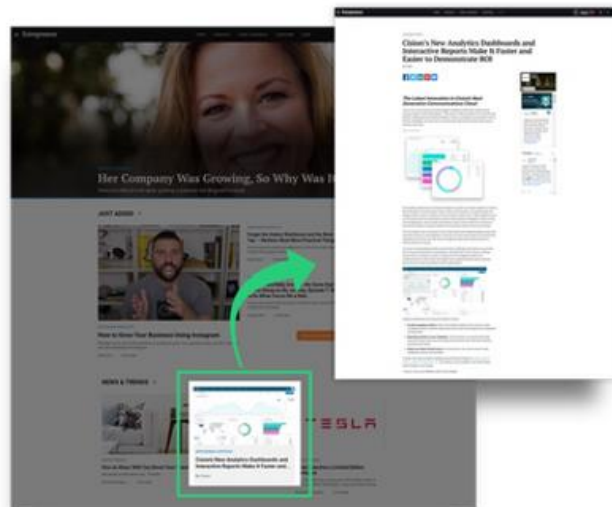
AP

HUFFPOST

WebMD

## How does it work?

- Your content will be seamlessly woven in as Sponsored Content with other featured stories on high-traffic websites
- When users click on your placement, they will be directed to your native article on the publisher site
- Native ad is live for duration of campaign



Powered by



**Nativo**

# Guaranteed Paid Placement – How it Works

1 Distribute your press release via PR Newswire and choose Guaranteed Paid Placement.

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

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



## Guaranteed Paid Placement



**CISION**  
PR Newswire

**Guaranteed Paid Placement**

<https://rsna.vporoom.com/more-info-packages>

# News Release Tips

## 6 Tips for Trade Show Press Releases



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.



Feature a clear call to action

Have a clear direction for what you want the readers to do next.

GA link builder: <https://ga-dev-tools.appspot.com/campaign-url-builder/>



Utilize multimedia elements

Visual assets increase views and engagement of potential customers and the media.



Use natural language and disruptive formatting

Natural language and skim-able content helps win points with readers and search engines.



Don't forget about the booth link!

Make sure interested readers know where to find you at the event!



Take advantage of social media

Promote your announcement on social channels and include the official RSNA hashtag #RSNA23



# News Release Timing

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

### START WITH GOALS

Determining the main goal you want your release to accomplish will help determine when to send it. Booth traffic = 1-2 weeks out

### OTHER BIG ANNOUNCEMENTS

If a larger company is making an anticipated announcement – avoid sending your news in the hours leading up to and after it.

### SEND MORE THAN 1 RELEASE

Sending more than one news release can help keep your company top of mind and create excitement to visit your booth at the show.

### DEALING WITH HOLIDAYS

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. 22) as some extend vacations.

### RSNA ATTENDEE BEHAVIORS

When we went to RSNA we learned that more INTL attendees came on Sunday and US attendees waited until Monday due to the holiday.

# Example of a successful press release

## Study of GLEAMER Artificial Intelligence Software Wins RSNA Alexander R. Margulis Award for Scientific Excellence

- **Company name and Event name in headline**

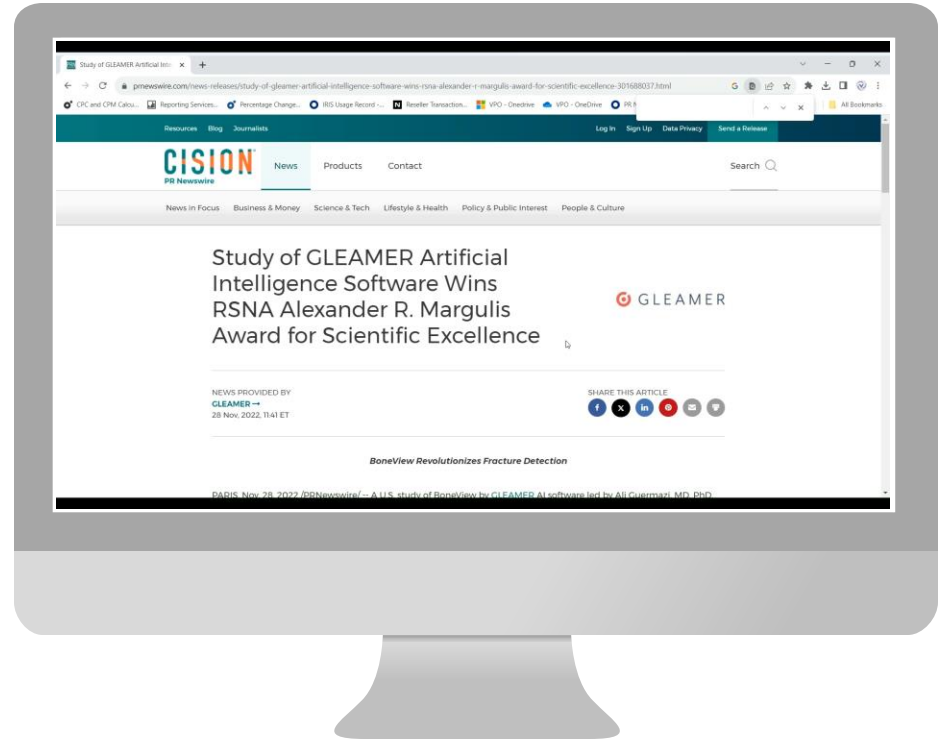
By putting RSNA in the headline this release comes up on searches that pair RSNA with the company name or key words like AI and award.

- **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).



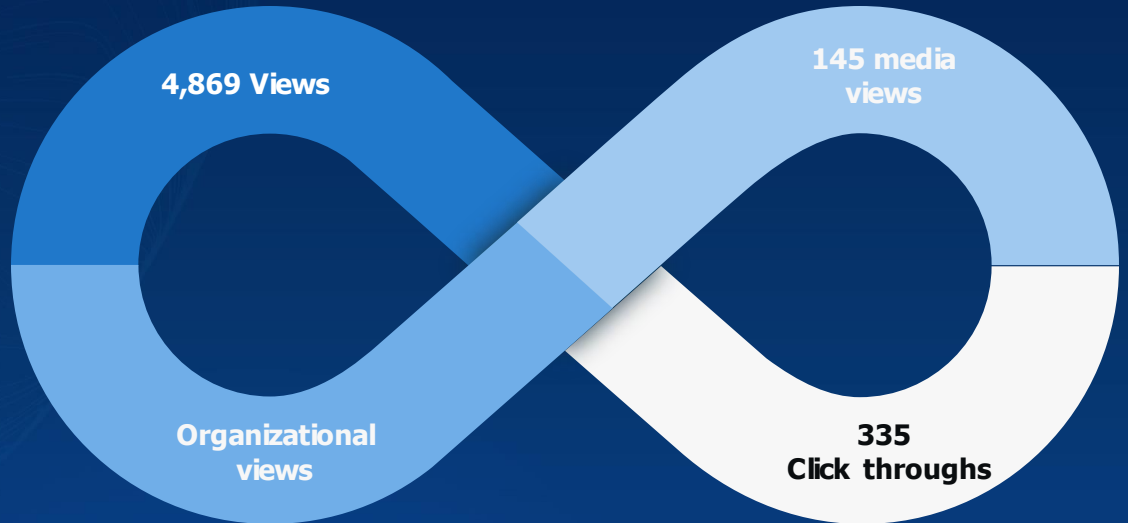
# Measuring Success

## 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.

Visibility Report Averages in August 2023



# 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](#)

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Enter **RSNAWebinar10** in  
the special instructions!

# Q&A

We're here to help!



**Caterina Lui**

Operations Analyst and  
Partner Success Manager



**Erienne Muldoon**

Operations Analyst and  
Partner Success Manager

**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](mailto:vpo@cision.com).

For RSNA exhibit questions, please email [exhibits@rsna.org](mailto:exhibits@rsna.org).

Thank you from all of us at RSNA and PR Newswire!