Welcome to: How to Promote Your RSNA Exhibit

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Wayne Dyer

How to Promote Your RSNA Exhibit: Tools and Strategies for Event Marketing and Media Relations

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Today’s Presenters

Introduction: Jorie Dydo, 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 been partners with RSNA for 8+ years.**

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.

**Our team has attended RSNA** to meet with clients, enhance our knowledge of the radiology industry, and experience all the show has to offer.
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 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
For Media, Attendees, and Industry Professionals

http://rsna.vporoom.com/
To access the press room, you can use the direct URL above, or go to the Annual Meeting site and:

1. Click “Newsroom” on the left-hand navigation and scroll down to the “Exhibitor News Center,” or
2. Click “Media” in the top navigation and then “2018 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 2017 press room received over 1000 visits, almost 2200 pageviews, and 50 keyword search queries from October-December.

Being featured on this page is a great way to stand out and amplify your exposure.
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:
- 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 while at your booth or networking.

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

Reporting Data
Take stock of what content performed well to inform next year’s strategy.
Online Press Kit Example
Best Practices for RSNA Exhibitors

Recognizable Branding
Adding a banner with a logo, description, website, booth number, contact information, and social media make it easy to connect with the company.

Powerful Press Releases
With 3 announcements, and 2 of them being directly connected to RSNA, this news is poised to make an impact.

Smart Supplemental Content
Each news release has a corresponding image to give a visual component to the story. The Documents tab also contains a catalog for further detail.
News Release Distribution
PR Newswire – the industry’s strongest network

- **81%** of senior marketers believe earned media is more effective than paid.
  - (1) Outsell independent research study

- **Generate Earned Media**
  - PR Newswire sends to editorial systems & newsrooms of major media publications and PR Newswire for Journalists which has +36K members

- **Research conducted by the Content Marketing Institute found that 78% of effective content marketers used press release services vs. 55% of less effective content marketers.**

- **Increase Brand Awareness**
  - PR Newswire sends your news to 4000+ websites including WebMD, Reuters Health, Drugs.com, and more

- **In Cision’s 2017 State of the Media Report, more than 50% of respondents said a pitch that lines up with their past work and interests is what drove them to pursue a story.**

- **Targeted Distribution**
  - PR Newswire’s editorial specialists categorize every release by industry & subject. Media points are able to customize their feed, enabling them to receive only what is in their area of interest.
Achieve Your Event Communications Goals

Additional News Distribution Benefits

**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, @PRNAalert 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 (Best Value)

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.
Microlists
Media Microlists are available to help fine-tune the targeting of your news release whenever you use a PR Newswire newsline. These lists help reach reporters covering niche industry beats. e.g. Radiology, Medical Products

Multimedia
Add on photos or videos to your release for more engagement. News releases with photos receive 1.4 more views and videos receive 2.8 times more views.

Media Database
75% of brands say that identifying the right influencers is the biggest challenge to doing earned media campaigns the right way. Cision delivers an easily searchable, customizable and comprehensive media & influencer database for communicators.

Monitoring
Monitoring helps understand the full multi-channel reach and impact of your coverage. Monitor coverage of your brand on online, social AND TV, print and radio. Tie earned media mentions directly to key revenue drivers.
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 number!
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 hash tag #RSNA18
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.

KEEP TRAVEL IN MIND

Avoid the trade show travel time black out 1-3 days before the show. Travelling can be chaotic, so news releases may get missed during travel.

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. 21) 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

Lunit Unveils "Lunit INSIGHT," A New Real-time Imaging AI Platform on the Web at RSNA 2017

Company name and Event name in headline & booth #
By putting RSNA in the headline this release comes up on searches that pair RSNA with the company name or key words like X-ray detectors. Booth # included in subhead and in 1st graph.

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

Disruptive formatting
This release has a bolded headings with break up the release and make it easily skim-able.

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.

1,794 Public Views
Number of views received on prnewswire.com and PR Newswire’s syndicated network.

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

Organization Views
Symantec Corporation, Cleveland Clinic Foundation and Stanford University

59 Engagements
51 click throughs | 6 shares | 2 image downloads
SEO
How Cision PR Newswire and VPO distribution helps with SEO

- Earned Media
- PR Newswire website
- VPO Online Press Kit
Resources

- 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
Thank You for Joining Us!

Receive 10% off any VPO package if you order by **Nov. 9**!
Order here:

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 opt. 0 or email sales@vpoinc.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!