Welcome to: How to Promote Your RSNA Exhibit

Before We begin…

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Q&A

Once dialed in you will be in listen only mode. You may submit **questions** during the event. Type your question in the chat box and we will answer your question at the end of the webinar.

WEBINAR RECORDED

This webinar will be recorded. You will receive a recording of the webinar for play back along with the presentation slides via email shortly following the webinar.

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Today's Presenters

Introduction: Sherry Gendel, RSNA

Caterina (Trina) Lui
Senior Customer Content Specialist
Virtual Press Office/Cision PR Newswire

Erienne Muldoon
Senior Customer Content Specialist
Virtual Press Office/Cision PR Newswire

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

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Virtual Press Office

We can help you tell your trade show story

VPO
Virtual Press Office

A PR Newswire Company

▸ 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 9+ 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.
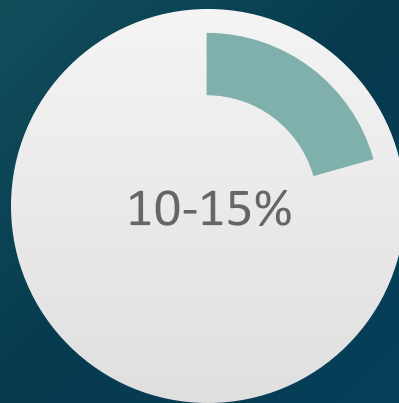
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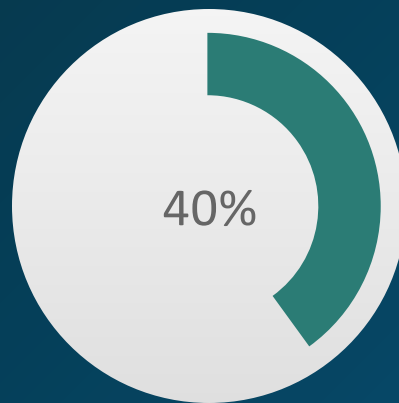# Pre-Show Marketing
Statistics
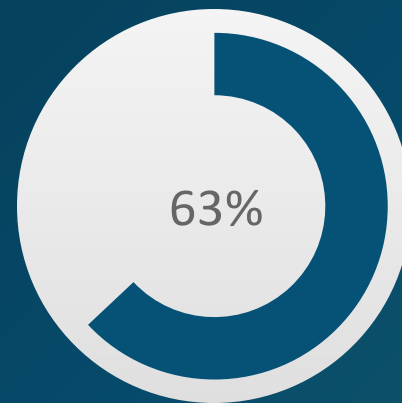
70%

10-15%

40%

63%
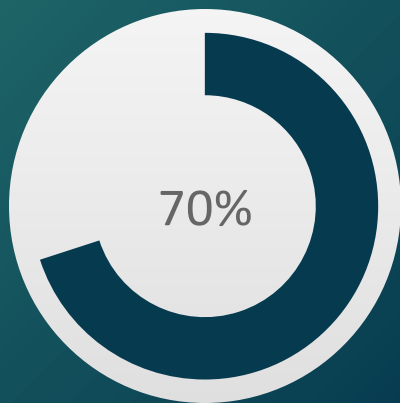
70% of attendees decide which booths to visit before the event.[1]

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]

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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.

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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 one of the options below:

1. We can be found in the "Exhibitor Service Kit" under "Marketing and promotional tools" and
2. Via http://press.rsna.org/timssnet/media/rsna/newsroom2019.cfm

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 2018 press room received over 1700 visits, almost 3500 pageviews, and nearly 100 keyword search queries from October-December.

Being featured on this page is a great way to stand out and amplify your exposure.

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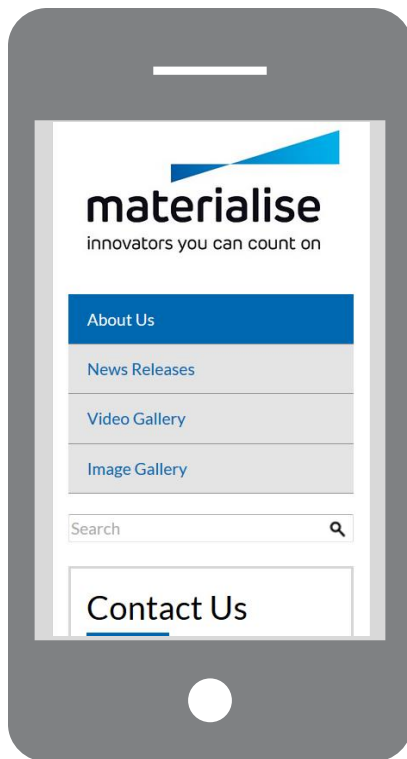
CONTACT DETAILS
Who is the best contact to connect with at the show? What about after the event for follow-up questions?

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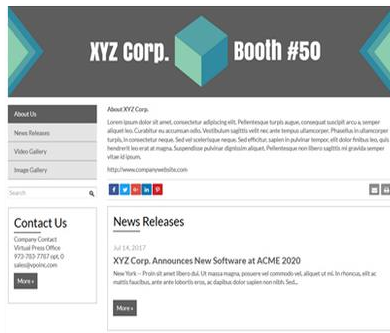Include the link in everything from email invites and Tweets to business cards and event collateral.

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

materialise
innovators you can count on

About Us
News Releases
Video Gallery
Image Gallery

Search

Contact Us

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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
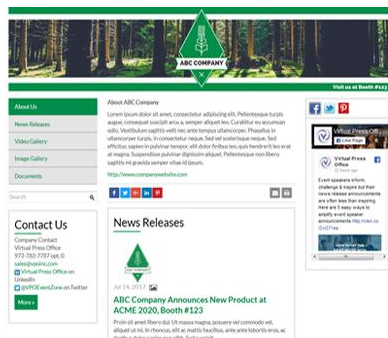
Standard Kit ($725)

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
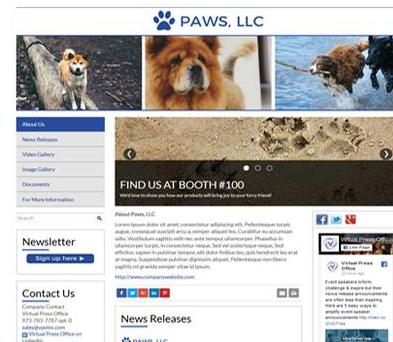
Premium Kit ($1025)

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

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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 logo, call-to-action image, description, website, booth number, contact information, and social media makes it easy to connect with the company.

Powerful Press Releases

With 4 announcements, 2 of which are directly connected to RSNA, this news is poised to make an impact.
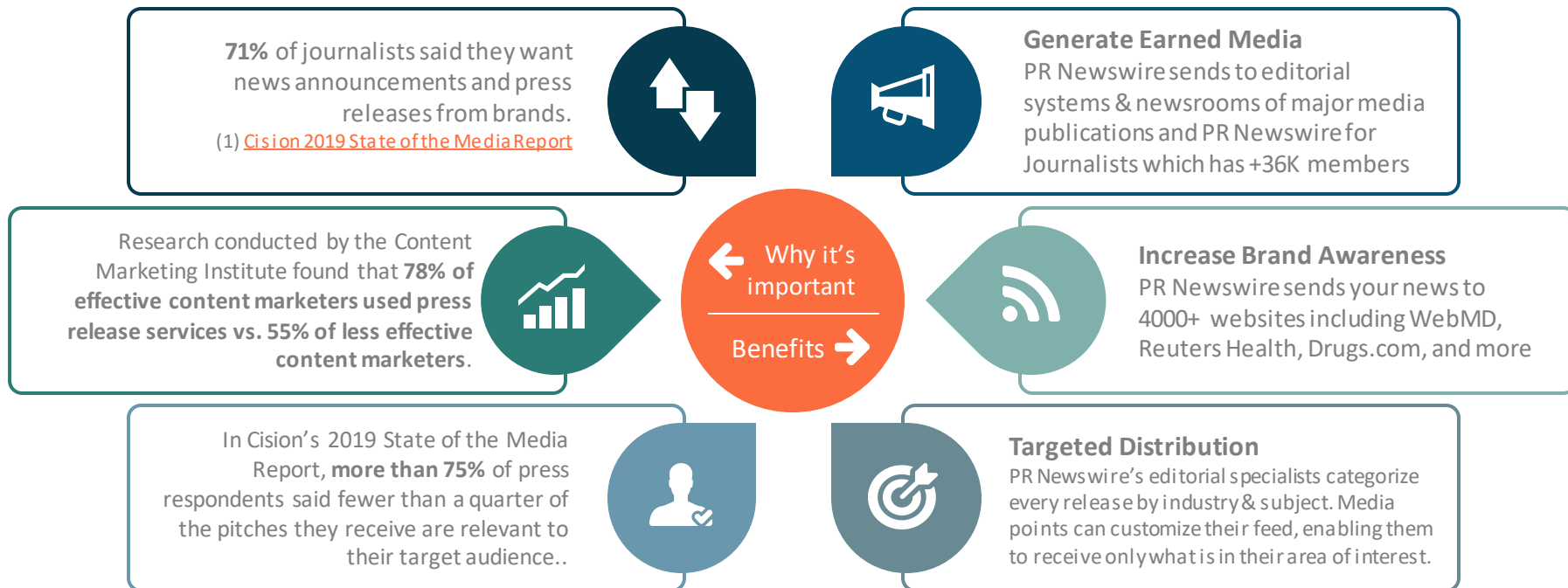
Smart Supplemental Content

Videos, brochures, and reports help build on the news releases to continue to tell their brand story and provide additional information in alternate formats.

News Release Distribution

PR Newswire – the industry's strongest network

71% of journalists said they want news announcements and press releases from brands.
(1) Cision 2019 State of the Media Report

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**.

Why it's important

Benefits

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

In Cision's 2019 State of the Media Report, **more than 75%** of press respondents said fewer than a quarter of the pitches they receive are relevant to their target audience..

Targeted Distribution
PR Newswire's editorial specialists categorize every release by industry & subject. Media points can customize their feed, enabling them to receive only what is in their area of interest.

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 (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.

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Additional Offerings
Communicate like never before

News Release Distribution Add-Ons

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.

NEW This Year!

Place Media Activation
Maximize the reach of your press release by plugging into Cision's MadTech™ ecosystem to drive strategic, guaranteed page views to your press release.

Impact Tracking
Implemented at the end of Dec. 2018, Cision now offers the ability to track release engagement on their full syndication network, instead of on prnewswire.com alone.

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 #RSNA19

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 ANNOUNCMENTS

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. 27) 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.

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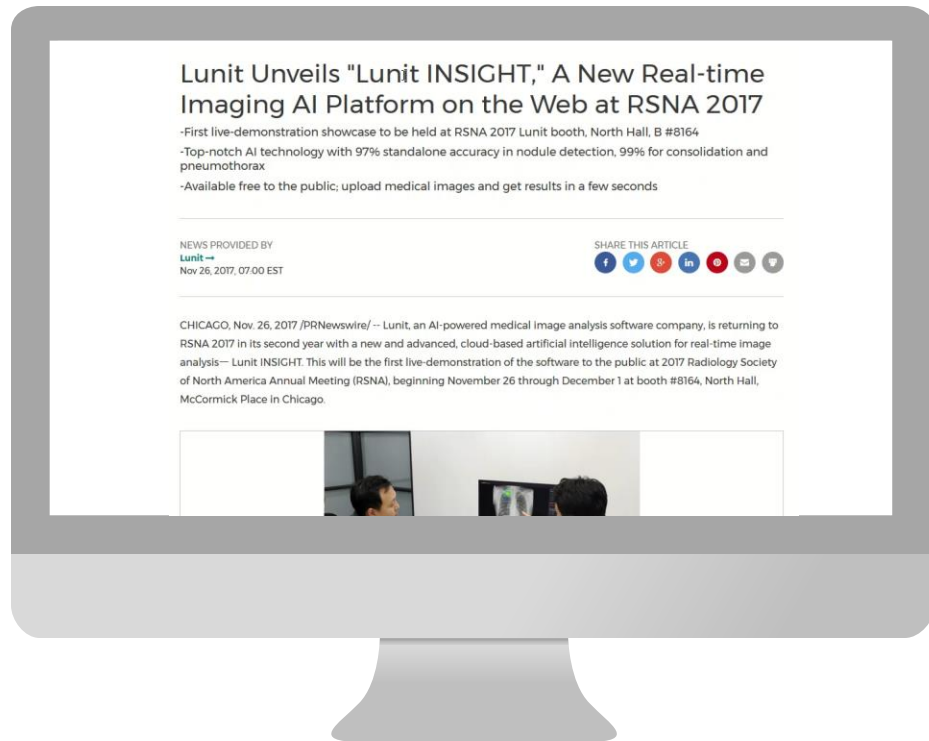December 1–6

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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).

Lunit Unveils "Lunit INSIGHT," A New Real-time Imaging AI Platform on the Web at RSNA 2017
-First live-demonstration showcase to be held at RSNA 2017 Lunit booth, North Hall, B #8164
-Top-notch AI technology with 97% standalone accuracy in nodule detection, 99% for consolidation and pneumothorax
-Available free to the public; upload medical images and get results in a few seconds

NEWS PROVIDED BY
Lunit →
Nov 26, 2017, 07:00 EST

SHARE THIS ARTICLE

CHICAGO, Nov. 26, 2017 /PRNewswire/ -- Lunit, an AI-powered medical image analysis software company, is returning to RSNA 2017 in its second year with a new and advanced, cloud-based artificial intelligence solution for real-time image analysis— Lunit INSIGHT. This will be the first live-demonstration of the software to the public at 2017 Radiology Society of North America Annual Meeting (RSNA), beginning November 26 through December 1 at booth #8164, North Hall, McCormick Place in Chicago.

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
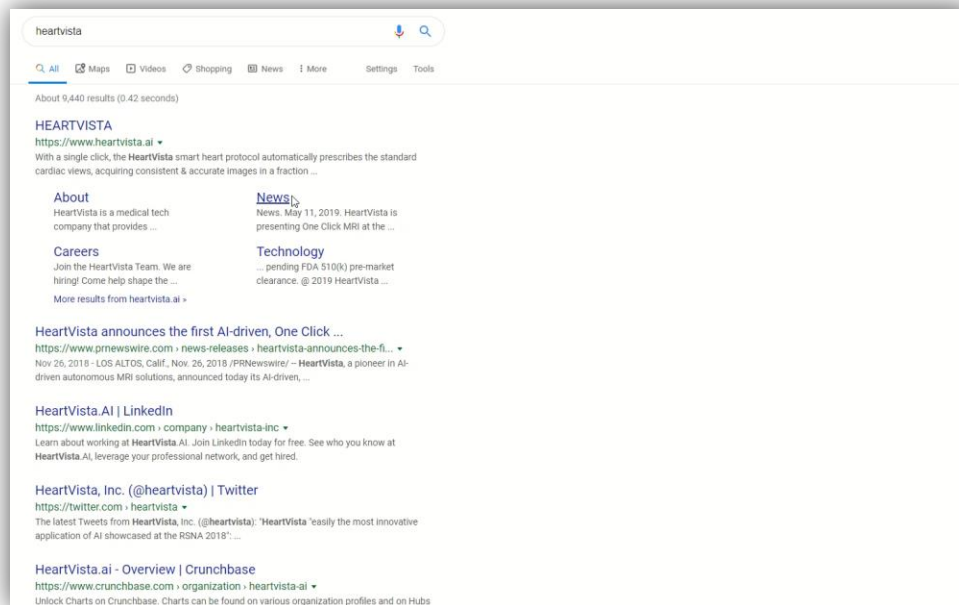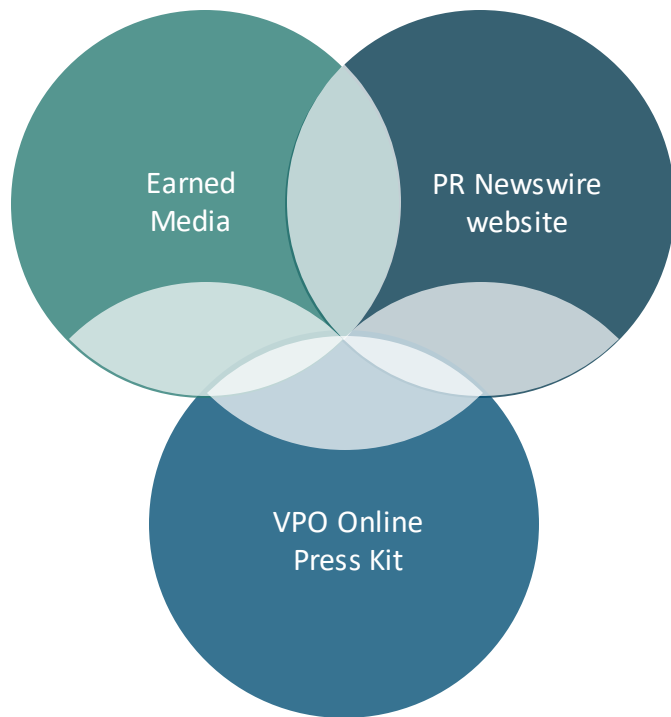Symantec Corporation, Cleveland Clinic Foundation and Stanford University

59 Engagements
51 click throughs | 6 shares | 2 image downloads

SEO

How Cision PR Newswire and VPO distribution helps with SEO

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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Receive 10% off any VPO package if you order by **Nov. 8**!
Order here:
http://rsna.vporoom.com/order

Enter **RSNAWebinar10** in the special instructions!

Q&A

We're here to help!

Caterina Lui
Senior Customer Content Specialist

Erienne Muldoon
Senior Customer Content Specialist

Cindy Black
VPO Program Manager

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!