

How to Amplify Your Brand at RSNA 2024

Tools and Strategies for Event Marketing and Media Relations

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Vice President of Exhibitor Engagement,
Map Your Show

Today's Speakers



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Show

Agenda

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Pre-show Marketing

Tradeshow Stats

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RSNA Online Press Room

Press Release 101

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Tips & Best Practices

How to Craft an Engaging Press Release

The Importance of Multimedia

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Press Release Spotlight

PR Newswire & Exhibitor Resource Center

Discounted PR Newswire offering

How to purchase and upload your press release

State of the Media Insights

Q&A



We can help you tell your brand story

PR Newswire is the industry's leading press release distribution provider with an unparalleled global reach of more than 440,000 newsrooms, websites, direct feeds, journalists and influencers and is available in more than 170 countries and 40 languages.

From our award-winning Content Services offerings, integrated media newsroom and microsite products, Investor Relations suite of services, paid placement and social sharing tools, PR Newswire has a comprehensive catalog of solutions to solve the modern-day challenges PR and communications teams face.

For 70 years, PR Newswire has been the preferred destination for brands to share their most important news stories across the world.

We've worked with hundreds of events and associations and have helped thousands of brands execute their trade show campaigns—and beyond.

Pre-show Marketing

Setting up your business for more than serendipity and short-term success

“

How will attendees add you to their agenda if they don't know you're participating or what your organization is showcasing?

Quick Trade Show Industry Stats

- **85%** of exhibitors say that their primary reason for exhibiting at a trade show is to generate **leads and sales**.¹
- **76%** of exhibitors **integrate their event with other marketing campaigns**.¹
- **75%** of trade show marketers find **email** to be their best pre-show promotion marketing tool.²

Developing a strategy for before, during, and after an event is paramount.

93%

of trade show attendees consider trade shows to be an essential part of their buying process.¹

Trade show attendees are **72% more likely to buy** from an exhibitor they have met at a trade show than from a competitor they have not met.¹

67% of all attendees represent a **new prospect and potential customer** for exhibiting companies.¹

1: Source – Trade Show Labs

2: Source – ColorCraft

Multichannel Communications

Strategic distribution of content to amplify the impact of a story and achieve maximum visibility.

PAID

- Sponsored content
- Social media ads, search ads, pay-per-click
- Email marketing

OWNED

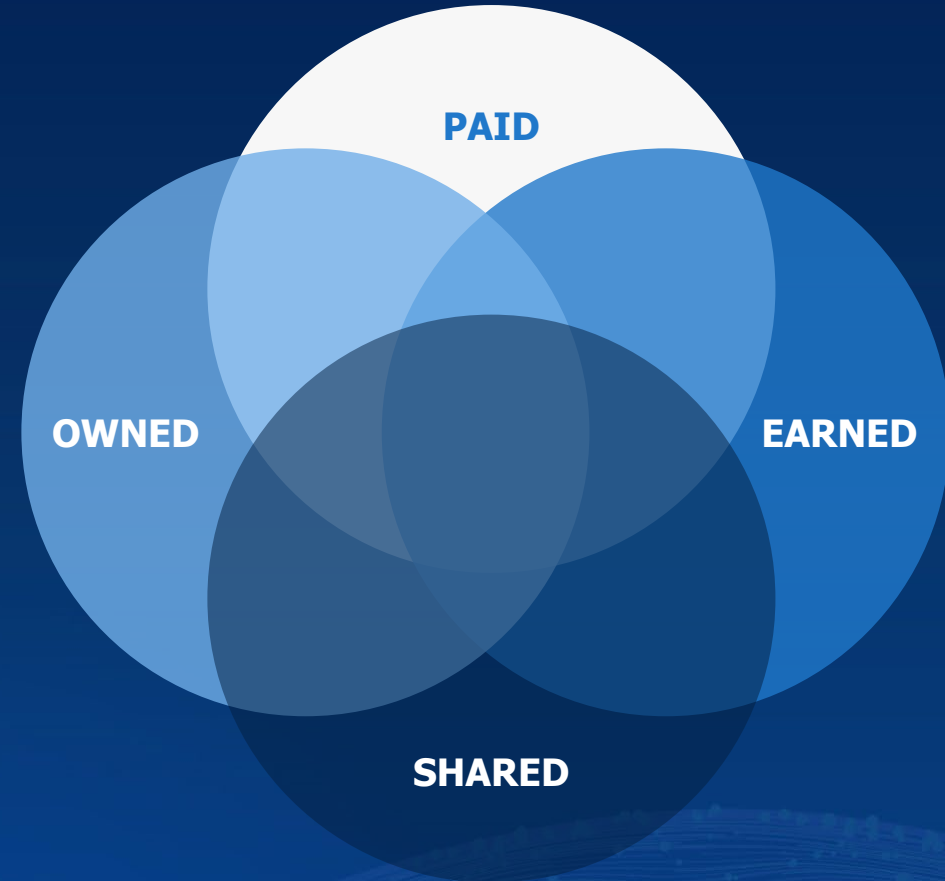
- Company website content, including:
 - Blog posts
 - Newsroom feed
 - Webinars
 - Infographics, case studies, videos, and other marketing collateral

EARNED

- Press releases
- Media placement or coverage
- Organic influencer marketing (e.g., reviews)
- Other word-of-mouth recommendations

SOCIAL/SHARED

- Content shared through social channels, such as:
 - Upcoming event information
 - Sampling of new content, like an e-book
 - Multimedia and text from a press release



Journalist Survey: Covering Events



What would make your job easier as a reporter?

- 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."

Partnership Benefits

Helping you increase brand awareness and news discovery for RSNA 2024

RSNA Online Press Room

1

Centralized Resource

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

2

Public & Available 24/7/365

Accessible any time, day or night, from any device—without requiring a login or special app—making it easy for journalists, attendees, and industry peers to find information.

3

Search Engine Optimized

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

4

Reach the RSNA registered media list

Any releases issued via PR Newswire will automatically get included in the online press room and sent to the RSNA 2024 registered media list.

5

Get additional exposure for your news

Stand out from other exhibitors and amplify your reach



Discounted PR Newswire Distributions

PR Newswire allows organizations to increase chances of earned media by reaching newsrooms (via wire feeds) & journalists (via PRNJ) and helps provide brand awareness through online syndication.



THE WIRE

Access a Global Media Distribution Network of 500,000+

For more than 70 years, PR Newswire has been the industry leader with the largest, most comprehensive distribution network. Reach the newsrooms of print, radio, magazine, television stations, financial portals, and trade publications, including opt-in journalist community and influencer lists.

Reach and Engage Your Target Audience

- National
- Industry
- Regional
- Local
- State
- Demographic



PR NEWswire FOR JOURNALISTS

Trackable, Targeted Delivery Directly to Influencers

Every release receives distribution to PR Newswire for Journalists, our exclusive online community where journalists, bloggers, & influencers receive daily email updates to find story leads. Through custom feeds, your content is tagged to reach the specific influencers who cover your beats and verticals.

Why Journalists Love It

- Email & online delivery
- Easily download multimedia
- Keyword optimized
- ProfNet integration



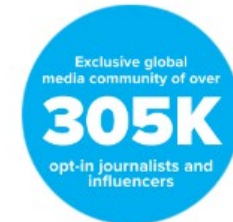
ONLINE SYNDICATION

Multichannel Distribution to Reach New Audiences

Every release is sent over our online distribution network to major media websites, finance portals, trade pubs, search engines, and blogs. Leverage our multimedia and social distribution channels and our industry-leading digital footprint to increase the opportunity for new targeted audiences to engage with your content.

Optimized Content to Impact Audiences

- Earned & guaranteed placements
- Drive web traffic
- Boost search visibility
- Spark social engagement



Press Release 101

How press releases can help your business



Press Release Fundamentals

A **press release** is an announcement that informs an audience of something newsworthy, often used as a communications or promotional tool.

Press releases are read by the **media, industry professionals**, and the general public (**consumers**).

Common press release topics include: new products or services, partnerships, events, awards, certifications, personnel changes, financial disclosures, and "softer" seasonal content.

Press Release Benefits

You can gain visibility by distributing a press release



Reach New Audiences

Syndicate your news to thousands of points to reach audiences in the places they frequent.



Generate Brand Awareness

If no one knows about your products or services, how will they be able to connect with you or buy from you?



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.

PR Newswire Rolls Out First Ever Press Release Social Sharing Product Designed to Increase User-Generated Content

PR Newswire®

NEWS PROVIDED BY
PR Newswire
13 Sep, 2023, 11:25 ET

SHARE THIS ARTICLE
f x in p t

CHICAGO, Sept. 13, 2023 /PRNewswire/ -- PR Newswire, the industry leader in press release distribution, announces the launch of SocialBoost, a new social media tool designed to revolutionize social sharing of press releases. This innovative offering, powered by SoSha, allows organizations to craft social media posts for end users to easily share on their social media channels - boosting organic social engagement ten- to one hundredfold.

This social sharing tool is a vast improvement from traditional social sharing buttons and reposting functionalities as it provides a way to share multiple pre-written post suggestions and images tailored for major social platforms such as X (formerly known as Twitter), Facebook, Instagram, LinkedIn and WhatsApp. More than half (60%) of consumers express a desire for brands to offer direction on the type of content they should create and share. With PR Newswire's SocialBoost product, marketing and PR professionals can easily craft social content for consumers, increasing the likelihood of social shares.

"Our north star at SoSha is to develop technology that helps organizations harness the power of organic social engagement as an effective alternative to paid digital ads. SoSha's partnership with PR Newswire to launch SocialBoost delivers a powerful solution, carefully designed to meet the specific needs of public relations professionals," said Tudor Mihalescu, Co-Founder and CEO at SoSha.

Along with increased social shares, clients will now gain access to enhanced social sharing data such as unique visitors, total clicks, total clicks and shares by social platform.

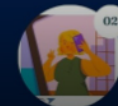
"PR Newswire is committed to continuously delivering market-leading solutions to our clients," said Nicole Guillot, Cision COO and President of PR Newswire (PRN). "The addition of SocialBoost will enable our clients to readily amplify their story by empowering their audience to easily share their message through social media. PRN is the only provider that helps our clients amplify their brand stories on earned, owned, paid and now social channels. This solution ensures our customers' stories are present everywhere to their stakeholders and influencers via all available channels to maximize their reach."

5 REASONS BRANDS SHOULD INVEST IN SOCIAL MEDIA ENGAGEMENT



Who's on Social

90% of Americans are active on social media in 2023 making it an essential component for comms outreach (Statista).



79%

of purchasing decisions are influenced by user-generated content (Stackla)

Peer Recommendations

4 out of 5 consumers are influenced by peer recommendations (Stackla)

Demonstrate Thought Leadership

Showing you're an expert in a field helps attract the attention of the media and your customers.



Build Business Credibility

Media & consumers view press releases as a trusted source of data, and science/tech are areas where trust is at risk - [2024 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.



What makes something newsworthy?

1

Timeliness

When is it happening?
Things that are new, occurring now, or capitalizing on current topics and trends are at the core of what news is.

2

Significance

How many people or businesses does this affect or interest?
What impact will this have on readers' lives?

3

Prominence

Does it involve a celebrity, prominent figure, or other company? Connection to a well-known person, place, or event catches attention.

4

Proximity

Why does this story matter to my audience? Where does it take place? Think about the kind of topics covered by local vs. national news outlets.

Newsworthy Reasons to Send a Press Release

- 1 Company Growth:
new business endeavors, milestones, M&A activity
- 2 Employee News:
retirements or promotions, new executives
- 3 Product or Service News:
feature enhancements, new launches, partnerships
- 4 Brand and Marketing:
new campaign, website, rebrand, or sponsorship
- 5 Events:
trade shows, conferences, webinars, or other national/local events
- 6 Original Content:
thought leadership, survey/study results, tips and advice or educational resources
- 7 Recognition:
awards or certifications
- 8 Financials:
earnings, IPOs, new investors
- 9 ESG (*environmental, social and governance*):
DEI initiatives, board changes, sustainability reports
- 10 Philanthropy:
supporting a non-profit or cause, receiving a donation

Aligning Key Milestones & Goals

Company Milestones

- Fundraising
- New C-Suite addition
- Expanding services to a new location
- Product launch
- A new clinical trial/patient study
- FDA approval
- Conference/trade show participation
- Licensing agreements
- Partnerships

Objectives or Obstacles

- "Our CEO wants more media coverage on ____."
- "How can we get more awareness within the industry?"
- "We're looking to improve SEO."
- "I don't have contacts at the trade publications we're looking to target."
- "I want to tell people about ____, but I don't know how."
- "Our organization is looking to increase participation in this study."
- "We'd like a bigger online footprint."
- "There's a lot of blog posts/thought leadership content on our website to share."

Tips & Best Practices

Elements of a good release, timing tips, and more

News Release Tips

PR Newswire's Definitive Guide to Crafting an Engaging Press Release



Grab attention with a good headline

Headlines should be catchy and informative; short and accurate. Aim for 70 characters including spaces.

Pro-tip: for trade show-related news, incorporate the event name into the headline along with your company name to enhance the discoverability of your content—and brand.



Don't leave out crucial details—like the booth number!

Make sure readers know where to find you at the show or if/when and where your VP is speaking.



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/>



Use natural language and disruptive formatting

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



Include quotes

Including quotes help provide authority and color to a press release. Keep them under 4 sentences.



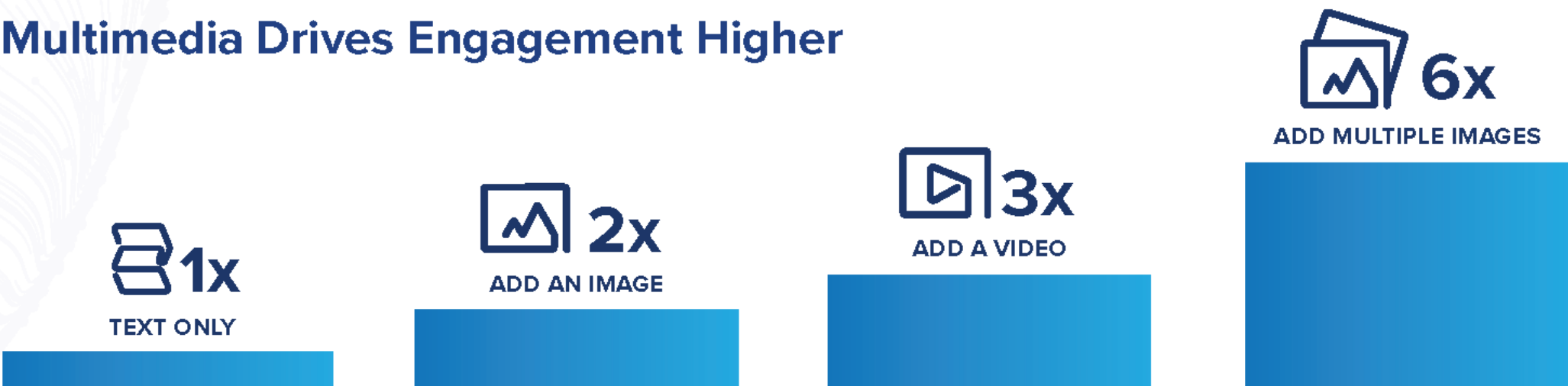
Utilize multimedia elements

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

Boost Engagement with Multimedia

More than half of orders include multimedia

Multimedia Drives Engagement Higher

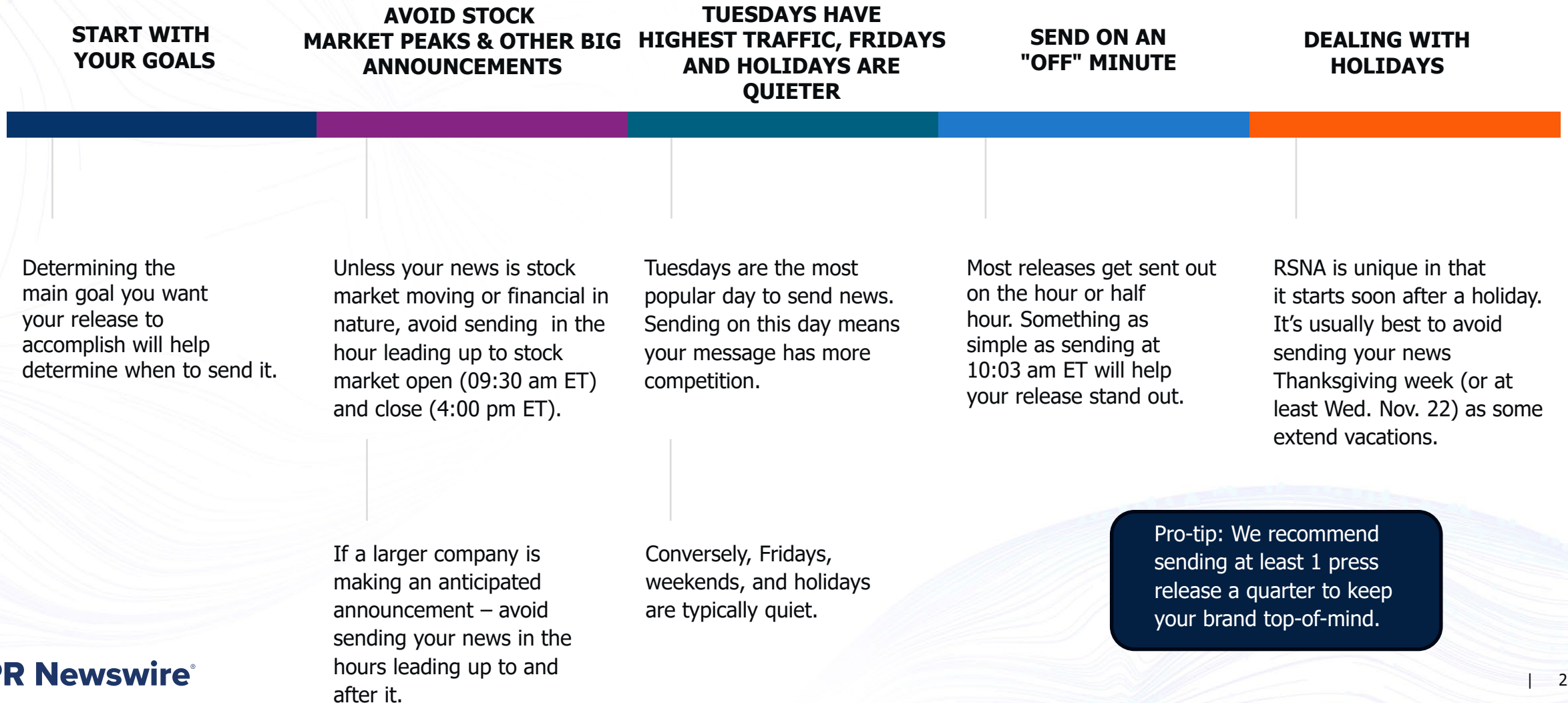


Press Releases

This data was collected as part of an analysis of more than 160,000 PR Newswire press releases distributed in 2020.
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News Release Timing

Anatomy of a (Nearly Perfect) Press Release



Press Release Spotlight

Example of a successful press release

PR Newswire® News Products Contact Search

News in Focus Business & Money Science & Tech Lifestyle & Health Policy & Public Interest People & Culture

DeepSight™ Technology Introduces NeedleVue™ Solution: Revolutionizing the Future of Ultrasound-Guided Interventional Tool Guidance

NEWS PROVIDED BY
DeepSight Technology →
Nov 13, 2023, 11:03 ET

SHARE THIS ARTICLE
f x in p e t

SANTA CLARA, Calif., Nov. 13, 2023 /PRNewswire/ -- DeepSight™ Technology, a pioneering force in medical innovation, is thrilled to announce its groundbreaking NeedleVue™ solution. This state-of-the-art ultrasound-guided needle technology ushers in a new era of precision and safety in the field of directed interventional tool guidance, a domain grappling with complexities for several decades.

DeepSight's proprietary NeedleVue solution marries innovative sensor technology with most interventional devices, facilitating real-time verification of placement and significantly reducing procedural guesswork. Conventional technologies often present challenges such as laborious calibration processes, decreased sensitivity, and the necessity for precise angles of incidence. NeedleVue delivers improvement across the board with its omnidirectional functionality at any plausible ultrasound depth, enhancing functionality and ease-of-use in a true "plug-and-play" solution.



Introducing NeedleVue™ Ultrasound-Guided Needle Procedures Redefined.

Nader Sadrzadeh, the Chief Executive Officer at DeepSight Technology, shared his excitement: "NeedleVue not only signifies a monumental leap in the evolution of interventional tool guidance but also substantiates our steadfast commitment to ensuring procedural success - benefiting patients, clinicians, and healthcare providers alike. In a reality where procedural confidence is paramount, our solution stands out as a beacon of precision and reliability, effortlessly aligning with the multifaceted demands of

Featured Exhibitor: DeepSight(TM) Technology

Headline

Direct and includes critical details, along with the company name

Multimedia Asset (Video)

Including at least one visual element helps performance; videos can increase engagement by 3 times.

Quotes

Release has a quotes that adds more context to the core news

Call to Action

Has a line that mentions what readers should do if they want to schedule a meeting or demonstration at the show

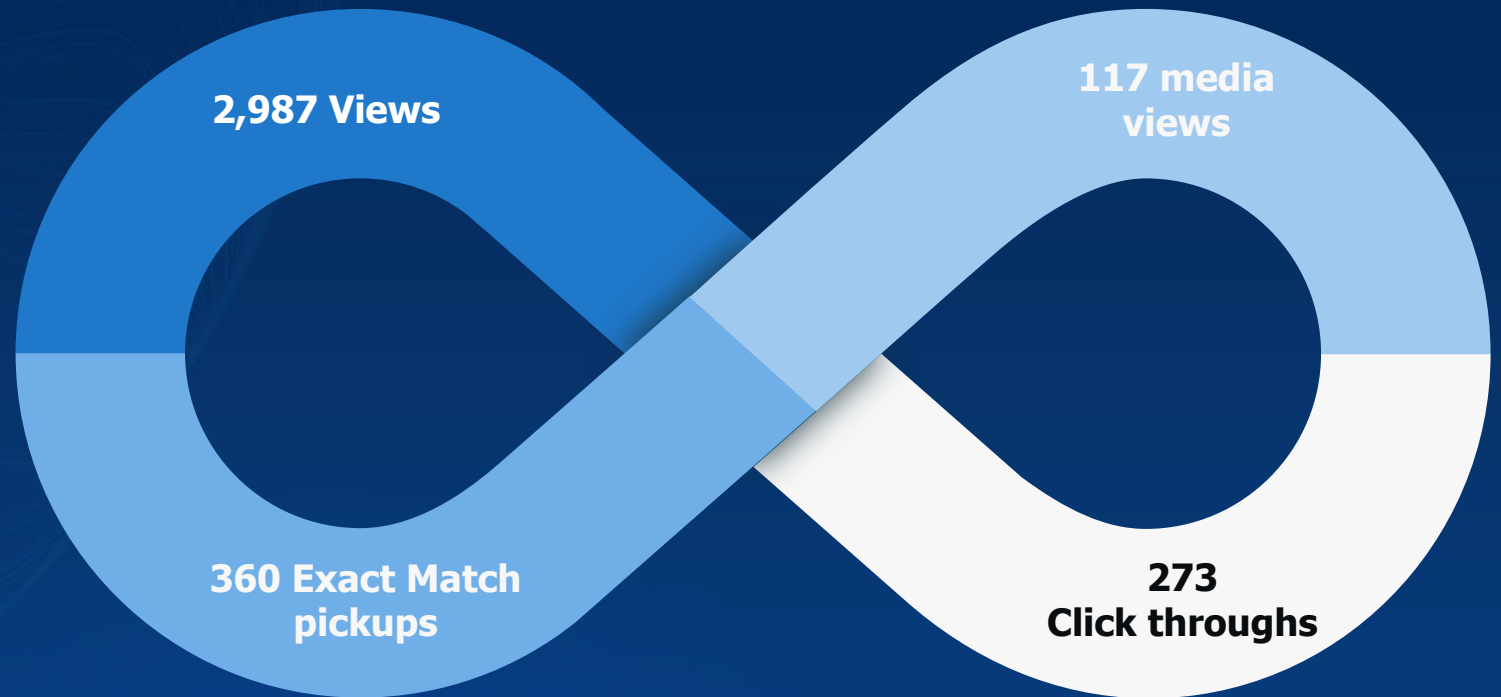
Measuring Success

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




Discounted PR Newswire Offerings

Release distributions available for RSNA 2024

RSNA 2024 Offerings


JOURNALISTS
PRNJ Community
 Deliver your news directly to the inbox of over 112,000 U.S. journalists and influencers that have opted-in to receive news.





WEBSITES
Access around 4,000 websites
 See your news and multimedia content posted on major media websites, finance portals, and blogs across the country.


SEARCH ENGINES
Google, Yahoo, Bing, etc.
 Reach new audiences through PR Newswire's industry leading search visibility. 2x higher than our closest competitor.


MEDIA OUTLETS
Associated Press, Bloomberg, Reuters
 Reach thousands of media outlets including newsrooms of print, magazine, TV, trade publications, and radio stations.

MEDIA OUTLETS
Reach thousands of media outlets in all 50 states throughout the U.S.


NEWS AGENCIES	NEWSPAPERS	TELEVISION	MAGAZINES	RADIO
AP, Dow Jones, Bloomberg, Reuters	Chicago Tribune, Los Angeles Times, The Wall Street Journal, The New York Times	ABC NEWS, FOX NEWS, CBS NEWS, NBC NEWS	Inc. TIME, FORTUNE, USNews	Bloomberg, npr, CBS RADIO, SiriusXM

INDUSTRY INFLUENCERS
 American Pharmaceutical Review  Nutraceuticals World  OncLive
 SciMedly  FierceMedTech  Aging Care


WEBSITES & BLOGS
Reach thousands of media outlets in all 50 states throughout the U.S.

ENERGY	HEALTH	FINANCE	TECHNOLOGY	AUTOMOTIVE
Energy & Mining, Power, S&P Global Platts	Drugs.com, Science 2.0, MedPage Today, WebMD	CRAIWS, MarketWatch, E*TRADE, Yahoo! Finance	Cnet, Computerworld, Engadget, TechCrunch	AutoInc., Autoblog, Automotive Technology, Transit

SEARCH ENGINES
Reach new audiences through PR Newswire's industry leading search visibility. This means that audiences are 2x more likely to find your content on PR Newswire than other wire services.








WebMax
\$450
(US websites only)
[Buy Now >](#)


- ✓ Distribution to 1800 websites
- ✓ Unlimited word count
- ✓ Visibility Report showing release performance

Images or videos can be added at \$360 each


NY Metro
\$500
(NY media points + US websites)
[Buy Now >](#)


- ✓ Distribution to ~4000 websites
- ✓ Distribution to PRNJ which includes >112K US journalists
- ✓ Unlimited word count
- ✓ Visibility Report showing release performance

Images or videos can be added at \$360 each


Top Markets
\$675
(Key media hotspots + US websites)
[Buy Now >](#)

- ✓ Distribution to ~4000 websites
- ✓ Distribution to PRNJ which includes >112K US journalists
- ✓ Unlimited word count
- ✓ Visibility Report showing release performance

Images or videos can be added at \$360 each


MOST POPULAR
US1 National
\$875
(All 50 states + US websites)
[Buy Now >](#)


- ✓ Distribution to ~4000 websites + premium website posting on BLOX digital sites
- ✓ Distribution to PRNJ which includes >112K US journalists
- ✓ Unlimited word count
- ✓ Visibility Report showing release performance

Images or videos can be added at \$360 each

Exhibitor Resource Center

How to find & use the new PR Newswire service

New: PR Newswire Press Release Distribution



RSNA 2024
December 1 - 5, 2024 | Chicago, IL

Home

Checklist

Resources

Users

RSNA Exhibition Services Office
Booth: 5909

B Brett

Exhibitor Listing Details

Review and update your basic company information for attendees to see.

DescriptionNone added

Exhibitor CategoriesNone added

Hotel Reservations

Click here to reserve your hotel rooms, request room blocks and hotel suites.

Click Here →

Registration

Register your booth staff, send guest passes or purchase the attendee list

Click Here →

Pay or Download Invoice

All payments have been made.

Click Here →

RSNAnet

Order your RSNAnet here

Click Here →

PR Newswire

Purchase and submit your press release to PR Newswire


Click Here →

Company Information

Review and update official company contacts, product categories and Exhibitor Listing.

Click Here →

Upgrade Your Exhibitor Listing



Purchase a package and get 3x more visibility than exhibitors without a package

Upgrade my Listing →

Purchase Additional Items

Exhibitor Meeting Suites / RSNAnet

Click Here →

Download Contract

Click here to download a copy of your contract.

Click Here →

Priority Points

Here is a quick glance:
Total Points: 2

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RSNA 2024

December 1 - 5, 2024 | Chicago, IL

Search...

Home

Checklist

Resources

Users

RSNA Exhibition Services Office


Booth: [5909](#)

Press Release - PR Newswire


[+ Purchase Press Releases](#)

Item Name

Submitted? ↓

 No press releases have been purchased

Press Release Distribution Options



RSNA 2024
December 1 - 5, 2024 | Chicago, IL

Home

Checklist

Resources

Users

RSNA Exhibition Services Office
Booth: 5909

B Brett

Purchase Additional Items

Note: When purchasing headquarter office space, there is an additional expense for the construction of walls/doors, labor, furnishings and other materials and service/design fees to be paid to RSNA's general contractor.

PR Newswire (24)

> Press Release US1 Distribution Channel \$875.00

-

1

+

Add to Cart

> Press Release + 1 Multimedia US1 Distribution Channel \$1,235.00

-

1

+

Add to Cart

> Press Release + 2 Multimedia US1 Distribution Channel \$1,595.00

-

1

+

Add to Cart

> Press Release + 3 Multimedia US1 Distribution Channel \$1,955.00

-

1

+

Add to Cart

> Press Release + 4 Multimedia US1 Distribution Channel \$2,315.00

-

1

+

Add to Cart

> Press Release + 5 Multimedia US1 Distribution Channel \$2,675.00

-

1

+

Add to Cart

> Press Release Top Markets Distribution Channel \$675.00

-

1

+

Add to Cart

> Press Release + 1 Multimedia Top Markets Distribution Channel \$1,035.00

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Add to Cart

> Press Release + 2 Multimedia Top Markets Distribution Channel \$1,395.00

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Add to Cart

> Press Release + 3 Multimedia Top Markets Distribution Channel \$1,755.00

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Add to Cart

> Press Release + 4 Multimedia Top Markets Distribution Channel \$2,115.00

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Add to Cart

> Press Release + 5 Multimedia Top Markets Distribution Channel \$2,475.00

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Add to Cart

> Press Release NY Metro Distribution Channel \$500.00

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Add to Cart

> Press Release + 1 Multimedia NY Metro Distribution Channel \$860.00

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Add to Cart

> Press Release + 2 Multimedia NY Metro Distribution Channel \$1,220.00

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1

+

Add to Cart

> Press Release + 3 Multimedia NY Metro Distribution Channel \$1,580.00

-

1

+

Add to Cart

> Press Release + 4 Multimedia NY Metro Distribution Channel \$1,940.00

-

1

+

Add to Cart

> Press Release + 5 Multimedia NY Metro Distribution Channel \$2,300.00

-

1

+

Add to Cart

> Press Release WebMax Distribution Channel \$450.00

-

1

+

Add to Cart

> Press Release + 1 Multimedia WebMax Distribution Channel \$810.00

-

1

+

Add to Cart

> Press Release + 2 Multimedia WebMax Distribution Channel \$1,170.00

-

1

+

Add to Cart

> Press Release + 3 Multimedia WebMax Distribution Channel \$1,530.00

-

1

+

Add to Cart

> Press Release + 4 Multimedia WebMax Distribution Channel \$1,890.00

-

1

+

Add to Cart

> Press Release + 5 Multimedia WebMax Distribution Channel \$2,250.00

-

1

+

Add to Cart

Continue to Checkout (0)

Press Release Upload Form

Search...

Home

Checklist

Resources

Users

Distribution: US1

* Indicates a required field

Source Customer

ABC Test Company

Headline

500 Characters Left

* News Release

Accepted File Types: .doc, .docx

Choose File

No file chosen

* Should this release be distributed immediately?

NOTE: All releases require a 3-hour minimum lead time.

Yes

No

* Dateline Location

Provide City & State or Country for where the news is originating

MULTIMEDIA #1

* Which type of multimedia are you adding?

Upload Image/Video/PDF File

Youtube Link

* Caption for Multimedia #1

CONTACT SUBMITTING THE ORDER

This is the person who would be contacted if more information is required for processing this news release by PR Newswire

* Contact First Name

* Contact First Name

* Contact Last Name

* Contact Email

* Contact Phone

Phone number must contain 10 digits

PRESS CONTACT

The person who would be contacted by press for further clarification of the news release

* Contact First Name

* Contact Last Name

* Contact Email

* Contact Phone

Phone number must contain 10 digits

Press Contact to appear to media points only

Press Contact visible on public websites

Special Instructions

300 Characters Left

Agreement to PR Newswire's terms and conditions

I hereby affirm that I am an authorized sender of the organization issuing this news release and I accept Cision's Master Subscription Agreement and the PR Services Appendix or re-affirm

PR Newswire®

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Enhanced Listings

Pick Your Perfect Package

Attendees will be researching exhibitors online. Will your listing stand out?

Basic Not Available

Standard Listing Upgrade Your Current Package

Get it all, more opportunities for branding and be seen by more attendees.

- ✓ Company Information
- ✓ Listing of Company's RSNA Sponsored Industry Sessions
- ✓ Aggregate metrics
- ✓ Leads
- ✓ Company Logo
- ✓ +4 Product Images
- ✓ +2 Exhibitor Collateral

4 PRODUCT PHOTOS OR VIDEOS

Premium Listing Upgrade

\$1,500.00

- ✓ Company Information
- ✓ Listing of Company's RSNA Sponsored Industry Sessions
- ✓ Aggregate metrics
- ✓ Leads
- ✓ Company Logo
- ✓ +4 Product Images
- ✓ +4 Video Panels
- ✓ +4 Exhibitor Collateral
- ✓ Priority Placement in Exhibitor Listing & Keyword Searches

8 PRODUCT PHOTOS OR VIDEOS

Elite Listing Upgrade

\$2,000.00

- ✓ Company Information
- ✓ Listing of Company's RSNA Sponsored Industry Sessions
- ✓ Aggregate metrics
- ✓ Leads
- ✓ Company Logo
- ✓ +6 Product Images
- ✓ +6 Video Panels
- ✓ +8 Exhibitor Collateral
- ✓ +4 Online Business Card
- ✓ Inclusion in the Featured Exhibitor List
- ✓ Priority Placement in Exhibitor Listing & Keyword Searches
- ✓ Floorplan Corner Pad

12 PRODUCT PHOTOS OR VIDEOS

Exhibitor Highlights Sponsorship (Including the Elite Listing Upgrade)

\$5,000.00

- ✓ Company Information
- ✓ Listing of Company's RSNA Sponsored Industry Sessions
- ✓ Aggregate metrics
- ✓ Leads
- ✓ Company Logo
- ✓ +6 Product Images
- ✓ +6 Video Panels
- ✓ +8 Exhibitor Collateral
- ✓ +4 Online Business Card
- ✓ Inclusion in the Featured Exhibitor List
- ✓ Priority Placement in Exhibitor Listing & Keyword Searches
- ✓ Show Highlights

12 PRODUCT PHOTOS OR VIDEOS

Product Category Sponsorship (Including the Elite Listing Upgrade)

\$5,500.00

- ✓ Company Information
- ✓ Listing of Company's RSNA Sponsored Industry Sessions
- ✓ Aggregate metrics
- ✓ Leads
- ✓ Company Logo
- ✓ +6 Product Images
- ✓ +6 Video Panels
- ✓ +8 Exhibitor Collateral
- ✓ +4 Online Business Card
- ✓ Inclusion in the Featured Exhibitor List
- ✓ Priority Placement in Exhibitor Listing & Keyword Searches
- ✓ Sponsorship of one Product Category (prior to purchasing email sales@rsna.org for details)

12 PRODUCT PHOTOS OR VIDEOS

North Hall Floor Plan Sponsorship (Including the Elite Listing Upgrade)

\$7,500.00

- ✓ Company Information
- ✓ Listing of Company's RSNA Sponsored Industry Sessions
- ✓ Aggregate metrics
- ✓ Leads
- ✓ Company Logo
- ✓ +6 Product Images
- ✓ +6 Video Panels
- ✓ +8 Exhibitor Collateral
- ✓ +4 Online Business Card
- ✓ Inclusion in the Featured Exhibitor List
- ✓ Priority Placement in Exhibitor Listing & Keyword Searches
- ✓ One Hall Banner Sponsorship

12 PRODUCT PHOTOS OR VIDEOS

South Hall Floor Plan Sponsorship (Including the Elite Listing Upgrade)

\$7,500.00

- ✓ Company Information
- ✓ Listing of Company's RSNA Sponsored Industry Sessions
- ✓ Aggregate metrics
- ✓ Leads
- ✓ Company Logo
- ✓ +6 Product Images
- ✓ +6 Video Panels
- ✓ +8 Exhibitor Collateral
- ✓ +4 Online Business Card
- ✓ Inclusion in the Featured Exhibitor List
- ✓ Priority Placement in Exhibitor Listing & Keyword Searches
- ✓ One Hall Banner Sponsorship

12 PRODUCT PHOTOS OR VIDEOS

Exclusive Facility Overview Sponsorship (Including the Elite Listing Upgrade)

\$7,500.00

- ✓ Company Information
- ✓ Listing of Company's RSNA Sponsored Industry Sessions
- ✓ Aggregate metrics
- ✓ Leads
- ✓ Company Logo
- ✓ +6 Product Images
- ✓ +6 Video Panels
- ✓ +8 Exhibitor Collateral
- ✓ +4 Online Business Card
- ✓ Inclusion in the Featured Exhibitor List
- ✓ Priority Placement in Exhibitor Listing & Keyword Searches
- ✓ One Hall Banner Sponsorship

12 PRODUCT PHOTOS OR VIDEOS

Exhibitor Listing Home Page Banner (Including the Elite Listing Upgrade)

\$12,500.00

- ✓ Company Information
- ✓ Listing of Company's RSNA Sponsored Industry Sessions
- ✓ Aggregate metrics
- ✓ Leads
- ✓ Company Logo
- ✓ +6 Product Images

12 PRODUCT PHOTOS OR VIDEOS

State of the Media

Insights on journalists & communicators

#1

According to journalists, **press releases are their #1 source for generating content or ideas**, followed closely by direct pitches and industry experts.

Cision's 2024 State of the Media Report: Journalists Battle Misinformation, Embrace Data, and Seek PR Partnership

CISION

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Cision Ltd. →
May 07, 2024, 10:00 ET

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15th Annual Report Uncovers Eye-Opening Trends, New Challenges, and Emerging Opportunities Within the Media Landscape

CHICAGO, May 7, 2024 /PRNewswire/ — Cision, a leader in consumer and media intelligence solutions, unveiled its 15th annual State of the Media Report, a highly anticipated benchmark study on media industry trends. The report, based on a survey of over 3,000 media professionals worldwide, highlights journalists' keen focus on combating misinformation, their growing reliance on data, and the surprising shifts in the social platforms to which they are active.

The findings underscore the ways in which public relations professionals can reach positive media outcomes faster by providing journalists targeted, well-researched stories that are relevant to their audiences.

"The report reveals how comms professionals can be the trusted partners that journalists need in today's changing landscape," said Carrie Parker, Chief Marketing Officer at Cision.

Some Key Findings from the Report:

- Nearly three-quarters (72%) of journalists value press releases as their preferred content to receive from PR professionals.
- 42% of journalists reported their biggest challenge of 2024 as maintaining credibility as a trusted news source.
- Despite industry buzz on AI, fewer than half of the journalists participating in the study use AI regularly.
- Multimedia assets (images, data visualizations, and videos) are being leveraged by the media more than ever, with 87% of journalists using those supplied with pitches and stories.
- Facebook is experiencing a resurgence, with journalists naming it one of the top three platforms for increased activity.

Post this



15 Years of Identifying Trends in Media

This year's report marks a milestone for Cision and the media industry. What began in 2009 as a relatively small, joint study with George Washington University, has grown into a trusted industry bellwether. The report shines a light on the ever-changing media landscape with the goal of helping PR professionals establish deeper connections and improve outcomes with journalists worldwide.

AI in the Newsroom

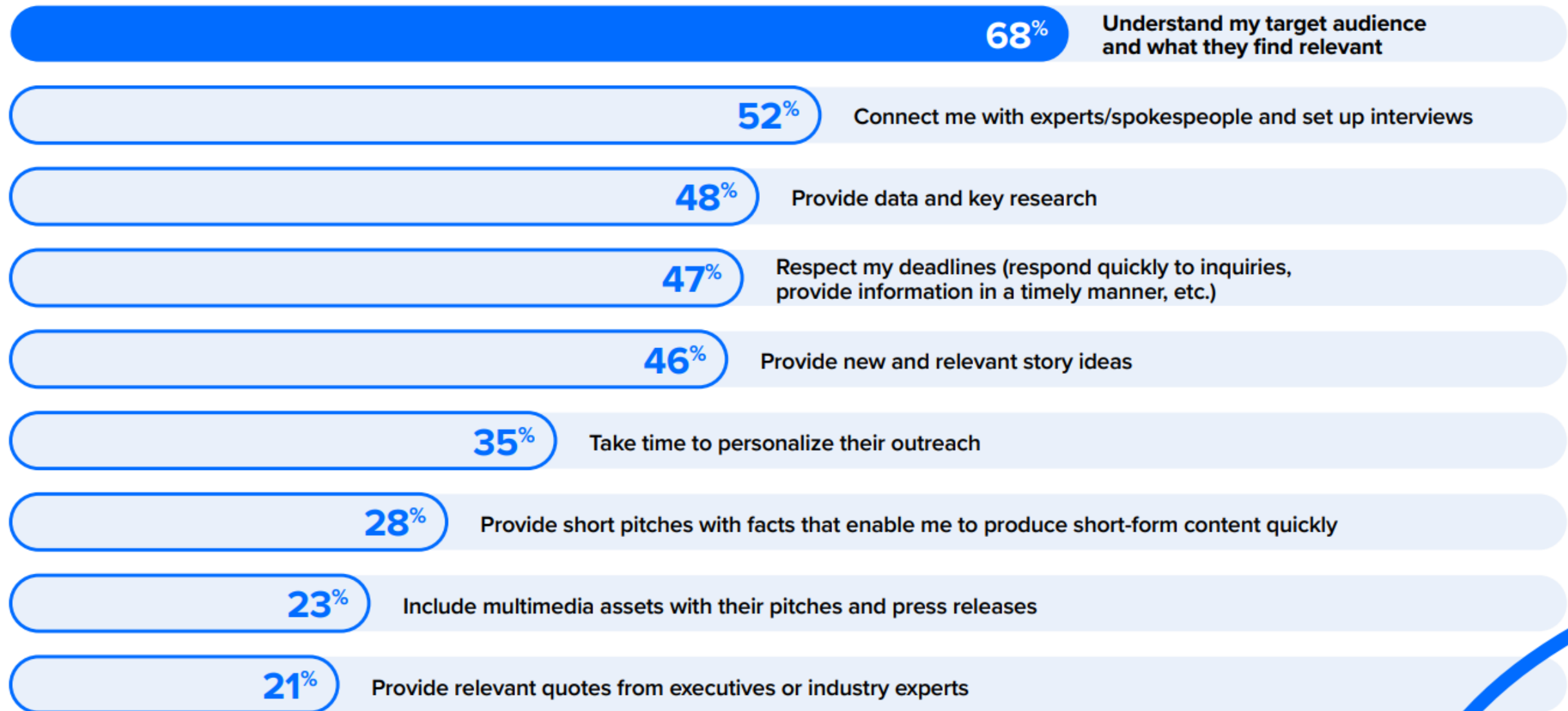
Even though AI has emerged as one of the biggest challenges for journalism, a significant number of journalists have experimented with it, indicating that they are open to AI if it makes sense, can be validated, and used responsibly.

When asked to specify what other ways they leveraged AI, answers ranged from having no interest in it ("None of the above, and I am adamantly opposed to any such use"), to helping with supplementary writing tasks ("To create article summaries and social media captions"), to curiosity around how it works ("To learn about AI and how 'off' it is").

Are you using generative AI tools like ChatGPT or Bard in your work?



What can PR professionals do to make your job easier?



What would make you block a PR professional or put them on your “don’t call” list?

77% Spamming me with irrelevant pitches

62% Providing inaccurate or unsourced information

55% Pitches that sound like marketing brochures

48% Following up with me repeatedly

41% Dodging inquiries/lack of transparency

27% Canceling on me last minute

26% Failing to respond to me same day/within deadline

19% Addressing me by the wrong name

19% Contacting me on social media when we have never met

12% Attaching files to emails (instead of embedding links)

Resources

- [RSNA Online Press Room](#)
- [RSNA 2024 Exhibitor Services Guide](#)
- [What Is a Press Release? Definition, Examples and Best Practices](#)
- [PR Newswire's Definitive Guide to Crafting an Engaging Press Release](#)
- [Anatomy of a \(Nearly Perfect\) Press Release](#)
- [Free Press Release Templates and Examples](#)
- [The Multichannel Communications Playbook](#)
- [ESG Has a Branding Problem](#)
- [2024 State of the Media Report](#)
- [In Their Own Words: Journalists on the PR Pitches That Really Got Their Attention \(For Better or Worse\)](#)
- [All PR Newswire Resources](#)

Q&A