Official RSNA 2015
Online Press Office

Powered by: VPO Virtual Press Office

PR Newswire
United Business Media
Presenters

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Overview

- RSNA Online Press Office and Online Press Kits
- How to Reach Media: Before & During the Show
- Creating an Engaging Press Kit
- Examples of Successful PR Campaigns
- How the Media Benefit from the Online Press Office
- Benefits of the Online Press Office for Exhibitors
- PR Newswire Distribution
Online Press Kit

Click here for full product information
Online Press Kit

Company Banner

Press Materials

- Social Sharing
- Mobile friendly
- Customized page
- Press materials
- Distribution
- Measurement

About Us
- News Releases
- Video Gallery
- Image Gallery
- Documents
- For More Information

Search

Like What You See

Social Media

VPO puts your content at the crossroads of the tradeshow world

Online Press Kit Packages start at $399 and there are packages available which also include discounted PR Newswire services.

STOP BY BOOTH #1234 FOR A DEMONSTRATION

Schedule a time at our booth to see a demonstration of our full trade show product suite.

Virtual Press Office (VPO) is the global leader in online press office management and trade show news distribution. VPO invented the online trade show press kit, an alternative to traditional paper press kits. A pioneer in the digital space, today VPO creates interactive online press offices for trade shows and conferences, providing press kits, news, and event information, enabling event attendees to engage with content, from press releases and marketing collateral to digital media and social media tools.
How to Reach Media: Before & During the Show
How do I Find the Registered Media list?

- Please contact: Emma Day, *Manager, Media Relations*
  1-630-590-7791, eday@rsna.org
The Direct Pitch

Preferred method of media contact is email- according to PR Newswire media panel discussion

- Use a smart, short subject line to make an introduction
- What topics has this journalist recently covered?
- “News Jack” or inject your angel into a breaking story/trend/recent article written by this journalist
The Pre-Show Advisory: Include the Specifics:

- **Who?** Who will be available for interview? Who will be demonstrating?
- **What?** What will be on display?
- **Where?** Booth #, hall, etc.
- **When?** Include your demo schedule, press conference schedule.
- **Why?** Include your “big picture” perspective, your bird’s eye view.
- **How?** Book an appointment/lead generation.
The Press Kit Round Up

Virtual Press Office Exhibitor Profiles: RSNA 2014
RSNA 2014 is in Chicago from November 30 -- December 5

NEW YORK, Nov, 20, 2014 /PRNewswire/ -- The following event roundup from Virtual Press Office is a list of featured exhibitors for RSNA 2014, the world’s premier radiology forum, which takes place from November 30 – December 5 at McCormick Place in Chicago, Illinois.


RSNA press kits on Virtual Press Office

AZE Technology, Inc.
Booth #1759
AZE Technology develops powerful, FDA-approved visualization and analysis tools for the healthcare industry, delivering unsurpassed 3D image processing, analysis and data management. AZE scientists and engineers design solutions for prominent research facilities in the United States and overseas, relying on extensive experience in diagnostic radiology image tool design and architecture.

Carestream
Booth #1735
The Best Time to Distribute Your News

The busiest release traffic days overall were:
- Sun 12/1: (day 1) 17 headlines
- Mon 12/2: 15 headlines
- Tues 12/3: 11 headlines

- Don’t shy away from weekends
- Send your news ahead when possible with embargo times - VPO holiday hours
  - Thanksgiving & Friday after the holiday
- Deadline for roundup release is Nov 17
Creating an Engaging Press Kit
Compelling Content: Help Tell Your Story

Don’t sell. Inspire.

Give your press kit audience a choice.

Focus the content to support your trade show message.

Amplify your press kit’s message through promotion.

Source: Beyond PR: 6 Tips For Trade Show Press Releases
Call to-action button, lead generation form notification every time someone fills this out

**Make kit available to sales team to share on the show floor**
The Triple Check: Do the Research for the Media

Does your press kit includes:

- Booth number
- Current logo
- Phone number and email where you can be reached during the show
- Calendar of events
- All social network channels
- Product shots
- Video
Examples of Successful PR Campaigns: News Releases That Stand Out
BE Social

- #RSNA15
- Update social media throughout the day
- Be conversational: follow the bloggers and influencers that most interest you at RSNA, and chime into their online conversations that pertain to your brand
- Share online press kit via social media accounts
- Diversify your content on social media
2014 RSNA Headline Champions

12/04/2014 - 08:00 ET
"Doc be nimble, Doc be quick..." Eliminating obstacles for radiologists with mobility and accessibility

-GE Healthcare

12/03/2014 - 11:00 ET
One solution. One stop. One day diagnosis. Different tests for different breasts: GE Healthcare’s breast care solution adapts to individual patient needs like never before

-GE Healthcare

12/03/2014 - 08:00 ET
Time-saving tech: GE Healthcare focuses on improved workflow

12/01/2014 - 12:00 ET
Philips introduces MRI solution to enhance patient comfort and manage throughput
Multimedia Drives Discovery

Press releases that include multimedia get more views - up to 9.7 times more views than releases that do not include multimedia.

Source: PR Newswire analysis of 2013 releases.
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Multimedia Drives Discovery

AZE Technology, Inc. Announces FDA Approval of Phoenix (Volume Registration Viewer)

National Decision Support Company Announces Agreement with European Society of Radiology

NDSC and ESR partner to deliver ESR iGuide across Europe
How the Media Benefit from the Online Press Office
The Radiological Society of North America (RSNA®) is an international society of radiologists, medical physicists and other medical professionals with more than 54,000 members from 136 countries across the globe.

RSNA 2015 celebrates RSNA’s 100 years at the forefront of the radiology industry—bringing together the specialty’s professionals for education opportunities and networking, and providing a forum for collaboration on the latest innovations by practitioners and manufacturers alike. Join the celebration for a look back at the evolution of radiology and RSNA, and a look ahead to its future.

News Releases

Oct 21, 2015

Viztek, Now A Konica Minolta Company, To Showcase Complete DR And Healthcare IT Portfolio During RSNA

(RSNA Booth #6728) - Viztek, a leading provider of comprehensive, end to end digital software and hardware diagnostic imaging solutions, announces its product line-up for the upcoming Radiological...
RSNA HEADLINE EMAILS

Attending media and subscribed industry professionals will automatically receive your headlines to their inbox.
Virtual Press Office has changed the way exhibitors and the media communicate by inventing the trade show online press office. Today VPO is the global leader in online press office management and trade show news distribution.
VPO Subscription Service

GET NEWS ALERTS BY EMAIL

* Required Fields

* First Name
* Last Name
* Email
* Company/Publication
Phone

Type the characters you see in the box

(Click here to unsubscribe)
Benefits of the Online Press Office for Exhibitors
Saves time and money

- **Reduces costs:** an online press kit is less expensive than traditional press kit production
- **Reduces workload:** you do not need to burn CD's and flash drives weeks in advance. Once your material is available you email it to VPO and we do the rest.
- **Eliminates Waste:** journalists no longer waste time hunting for your information – content is centralized in a single event news site and the PR contact listing for your company on your online press kit allows for easy follow up
Flexibility and Shelf Life

• Press kit materials can come at anytime before, during and right after the show.

• Your online press kit is available well beyond the show dates.
Eliminate Uncertainty

You will receive weekly and monthly reports on your online press kit traffic to measure the engagement of your page.
PR Newswire Distribution
National Exposure includes online press kit plus:

- One National wire release up to 800 words over PR Newswire, via premium US1 distribution, reaching traditional media, trade publications, bloggers, investors and 5,000+ web sites
- Promotion on PR Newswire's Twitter account
- Search Engine Optimization
- Distribution to PRNJ.com- PR Newswire's media-only website with 80,000+ active users
- Post-show Visibility & press kit reports
- Upgrade to Multimedia Exposure to include a multimedia gallery
Web Visibility
includes online press kit plus:

- PR Newswire WebMaxPlus distribution of one news release, any length to 5,000+ websites, online newspapers, industry media
- Search Engine Optimization
- One image or logo on PRNewswire.com
- Post-show Visibility & press kit reports

"We recently posted a blog at KCSA.com about our new turnkey public company application – The IR App. We also used PR Newswire’s WebMax Plus to spread the word about the blog and The IR App. KCSA has been actively blogging and has a nice following. But, after using WebMax Plus, we saw a 3-month high in web traffic in the first day. This is an entirely new and effective way to optimize content rather than disseminating just via press releases. It’s a tool we plan to use both for KCSA and our clients in the future.

JEFF CORBIN
CEO, KCSA Strategic Communications
www.kcsa.com"
We’re Here to Help!

For any additional information or questions regarding Virtual Press Office and PR Newswire services, please feel free to contact us!

+1-973-783-7787
sales@vpoinc.com
We Appreciate You Joining Us Today!

Secure your online press kit package by Wednesday, November 9 and receive a 10% discount* on any online press kit package from Virtual Press Office/PR Newswire. keyword “webinar” in special instructions

Note - your documents do not need to be ready to secure your package. Documents can be submitted at any time.

*Must have attended live webinar to qualify.