

101ST SCIENTIFIC ASSEMBLY AND ANNUAL MEETING
NOVEMBER 29 - DECEMBER 4 | McCORMICK PLACE, CHICAGO

10^{RSNA} 2015

Official RSNA 2015 Online Press Office

Powered by:



VPO

Virtual Press Office



PRNewswire

United Business Media

Presenters



Gina Dennis
Event Marketing Manager



Lisa Kopec-Miller
Account Manager

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 Office

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100TH RSNA[®] 2015

- About Us
- Exhibitor Kits
- News Releases
- Image Gallery
- Get News Alerts by Email
- Order a Press Kit

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Media Inquiries
1-630-590-7762

The Radiological Society of North America (RSNA[®]) is an international society of radiologists, medical physicists and other medical professionals in 136 countries across the globe.

Press Kits

Social Media

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

Sign up for news

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

Tweets [Follow](#)

RSNA R&E Foundation 18h
@RandEFoundation
Thinking of applying for an @RSNA R&E Grant? Check out the current recipients & projects to see what we're funding bit.ly/1GHfC3S.
Retweeted by Radiological Society
Expand

Radiological Society 3h
New study shows cancer patients want more info about risks, benefits associated w/radiation exams: bit.ly/1S9grUI #oncorad #imaging
Expand

Radiological Society 27 Oct
@RSNA

Latest news

Online Press Kit



Micro

Keep Your Event News Top-of-Mind

3 documents



Standard

Reach Audiences through Multiple Channels

6 documents



Premium

Engage Media & Clients with Brand Experience

10 documents

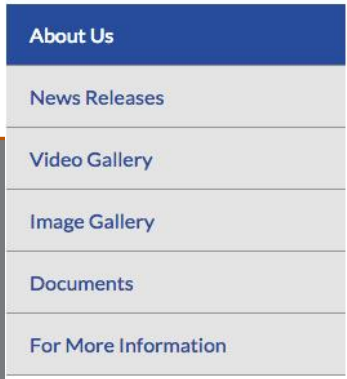
[Click here](#) for full product information

Online Press Kit

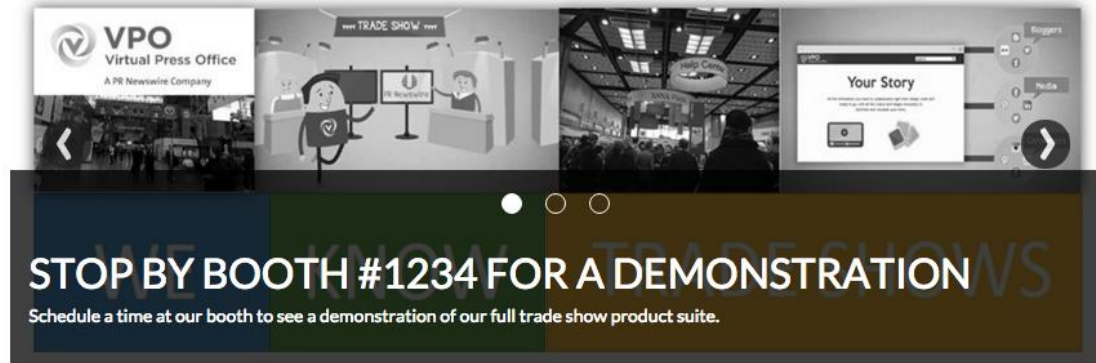
Company Banner



Press Materials

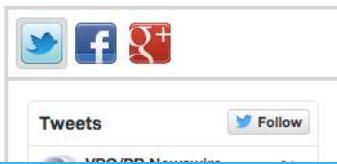


- Social Sharing
- Mobile friendly
- Customized page
- Press materials
- Distribution
- Measurement



Social Media

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 office as 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. VPO provides a wide range of services, including virtual event content, from news releases and marketing collateral to...



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

Carestream

RSNA®
Radiological Society
of North America

NEWS

Media Contact:

Robert Salmon

585-627-6560, robert.salmon@carestream.com

Booth #4735

Carestream Unveiling Sleek New Ultrasound System With Unique All-Touch Control Panel at RSNA

Hi-Tech Platform and Design Features Innovative Capabilities to Enhance Productivity, Ease of Use While Delivering High-Quality Imaging

ROCHESTER, N.Y., Nov. 18 — Building upon its global leadership in digital X-ray systems, Carestream will debut its [CARESTREAM Touch Ultrasound System](#) that offers a revolutionary combination of exceptional user experience and image quality to meet the needs of even the most demanding radiologists and sonographers.

With unveiling scheduled for Sunday, Nov. 30, at the annual Radiological Society of North America (RSNA) conference, Carestream’s Touch Ultrasound System promises to be a major

The Press Kit Round Up



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See more news releases in [Publishing & Information Services](#) | [Health Care & Hospitals](#) | [Medical Equipment](#) | [Trade Show News](#)

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 2014 press kits, news releases and photos are available on the Official Online Press Office, managed by Virtual Press Office/PR Newswire: <http://www2.rsna.org/timssnet/Media/rsna/exhnewsrelease.cfm>

[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

Premium PR Newswire reach via US1 for each press kit participant

Nov 17 deadline

The Best Time to Distribute Your News

DECEMBER 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 	2 	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25 Christmas	26	27
28	29	30	31			

2014:
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

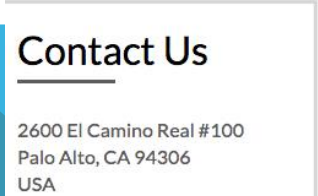
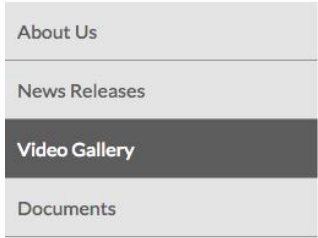
Compelling Content: Help Tell Your Story

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.



VIDEO GALLERY



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Annapolis, Maryland 21401
USA

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* Last Name

* Company

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* Phone

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432

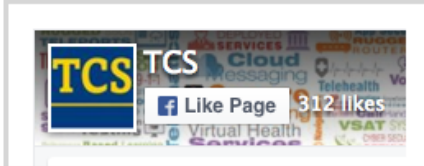
Type the text

[Privacy & Terms](#)

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Submit

Social Media Feed



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

#RSNA15

Live
Accounts
Photos
Videos
More options ▾

Retweeted 3 times

1

Radiological Society @RSNA · 5h

This is the last week to vote for your favorites in #RSNA15's image contest! Vote by 10/31: bit.ly/1qgGpdb

←
↻ 3
★ 1
⋮

Radiological Society

@RSNA

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

Improve campaign results and make your message stand out with multiple media.



ALMOST HALF of the top performing press releases include visual elements.



86% of press releases **DON'T INCLUDE** visual elements.

Source: PR Newswire analysis of 2013 releases.

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PR Newswire

A UBM plc company

Multimedia Drives Discovery

AZE Tech Trade Show News Inc. Announces FDA Approval of Phoenix (Volume Registration Viewer)

The screenshot shows the ESR iGuide interface with a patient profile for a 30-year-old male. The 'Clinical Indications' section lists symptoms like intracranial hemorrhage and migratory pain. The 'Appropriateness' table below provides a detailed breakdown of imaging options.

Appropriateness	Process	RRL
■	CT, head, w/iv contrast	■ ■ ■ select this exam
■	CT, angiography, head, w/iv contrast	■ ■ ■ select this exam
■	MR, angiography, head, w/iv contrast	■ ■ ■ select this exam
■	MR, angiography, head, neck, w/contrast	■ ■ ■ select this exam
■	MR, head, w/iv contrast	■ ■ ■ select this exam
■	CT, head, w/o iv contrast	■ ■ ■ select this exam



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

RSNA website, under the Media tab



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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...

Tweets

Radiological Society @RSNA 10h
New Radiology article considers pragmatic, evidence-based approach to #imaging paradigms in acute ischemic #stroke: bit.ly/1PLa8HT
Expand

Radiological Society @RSNA 22 Oct
Celebrate pediatric imaging! Join us in #IDoR2015's Thunderclap campaign & spread the word: bit.ly/1PCJqkZ
pic.twitter.com/yi1jf6L6LY

Expand

RSNA HEADLINE EMAILS

Attending media and subscribed industry professionals will automatically receive your headlines to their inbox



Posting to VPORoom.com



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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.

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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

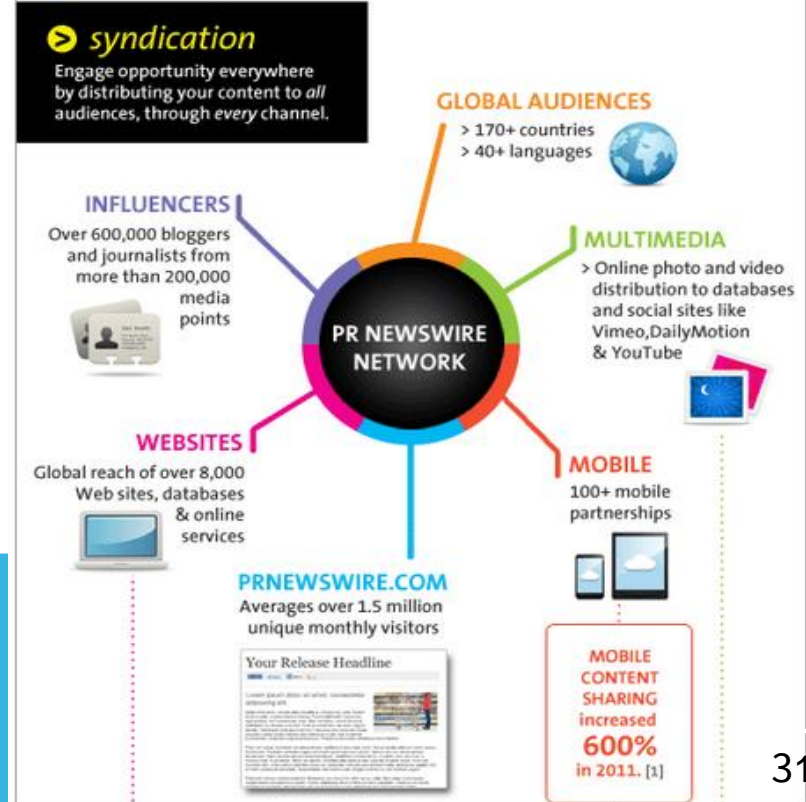
PR Newswire Packages

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**

Mapping the reach of your content through PR Newswire



PR Newswire Packages

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!

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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.