



## Exhibitor News Distribution & Online Press Kit Options for SC15

Business Wire offers exhibitors and presenting companies several communications and measurement tools to maximize your public relations efforts at SC15 including the following:

### **Exhibitor News Release and Content Distribution**

Distribute your news and digital content to key media, analysts, trade media, investors and much more worldwide. All news releases issued via Business Wire automatically post to the show exhibitor news archive for easy access.

News releases automatically receive the NewsTrak measurement and analytics reports which will help you measure the performance of each individual press release. NewsTrak provides viewership information, traffic and search data, sharing information and other key numbers for you to plug into your own measurement programs.

With every English-language press release, you'll also receive a NUVI social media monitoring report. This detailed report will help you track and understand the social media activity that occurs as a result of your press release.

### **Online Press Kit**

Go digital and create an easily accessible and shareable online press kit. The kit includes its own dedicated wire advisory, social media sharing links, ability to swap files and more.

### **EventTrak**

Formulate an effective trade show PR strategy and improve your media coverage with EventTrak. EventTrak provides you with direct links to articles written about SC15, comprehensive online author and blogger lists (including contact information), key event themes, full coverage for the previous year's event, detailed post-event recap report, and the ability to search, browse and export data.

***Need help with trade show public relations? [Get our free guide here.](#)***

### **For pricing information:**

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