

News Release Distribution and Online Press Kits

Business Wire offers exhibitors, sponsors and presenting companies several cost-effective options to distribute important news.

Why use Business Wire?

Our exhibitor news archive is on the official show site so that anyone with an interest in this event sees your news easily and can use any multimedia you make available. Regardless of what distribution circuit you select we include relevant trade and online media at no additional charge.

All news releases automatically receive the NewsTrak measurement and analytics reports which help you measure the performance of each individual release. 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 release.

Online Press Kit

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

Need help?

Trade show public relations

<https://services.businesswire.com/event-news-services>

Writing a news release?

<http://www.businesswire.com/portal/site/home/how-to/>

For more information on any Business Wire service:

Email tradeshow@businesswire.com or go to www.businesswire.com to order services.

Please note: To order any Business Wire service you need to have an active Business Wire account. There is no charge to set one up.

or Call:

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Europe: +44 20.7626.1982

Asia (Hong Kong): +852.3602.3091

(Tokyo): +81 3.3239.0755

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