

TRUSTECH 2016: Exhibitor News Distribution and Online Press Kits

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 will help you measure the performance of each individual press 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 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 with posting to the exhibitor news archive (starts at EUR 255).

EventTrak

Rather than spam the attending media list and infuriate journalists, formulate an effective trade show PR strategy and improve your media coverage with EventTrak. EventTrak provides you with direct links to articles written about this event, comprehensive online author and blogger lists (including contact information), and the ability to search, browse and export data. Free with an Online Press Kit or you can just purchase it alone for EUR 115. You can also use EventTrak year-round, for a free trial and more info go here – www.eventtrak.io.

FREE 100-word Exhibitor Profile

Business Wire is offering exhibitors distribution of a free 100-word profile. (Email tradeshow@businesswire.com to request the form.) The deadline to submit your profile is November 18.

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/>

Send A Release Now:

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.

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[Business Wire Trade Show Services on LinkedIn](#)