

## Take advantage of opportunities to build your company's visibility through the official Online Press Office at RSNA 2014.

The Online Press Office is once again managed by our official partners Virtual Press Office/PR Newswire and provides a range of options from news distribution services to online press kits.

In addition to being environmentally conscious, the Online Press Office also provides important benefits to exhibitors, including:



**Improved Awareness:** distribution to thousands of global media and industry professionals raises the visibility and awareness of your information

**Social Media:** link your press kit information to your social media efforts to drive traffic

**Shelf-life:** your online press kit is available for one year online

**Flexibility:** press kit materials can be uploaded at anytime before, during and right after the show



**Reduced costs:** an online press kit is less expensive than traditional press kit production

**Reduced workload:** you do not need to burn CDs 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

**Eliminates Uncertainty:** you do not have to question which journalists received your show news. You will receive a post show media usage report outlining the journalists that had access to your press releases

Starting at \$635, our [online press kit packages](#) include six documents of any length, distribution to registered and worldwide industry media, deep discounts on wire distribution and free SEO optimization of every release.

[Click here](#) to review the news distribution services available via the Online Press Office.

We encourage exhibitors to secure their online press kits early to maximize visibility leading up to RSNA, but press kits and news distribution services can be purchased any time prior to or even onsite at the show.

**Questions?** Please contact our Online Press Office team on +1 973-783-7787, or [sales@vpo-inc.com](mailto:sales@vpo-inc.com).