



## SC16 Exhibitor News 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 SC16 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.

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 promoting it, social media sharing links, ability to swap files, posting to the SC16 exhibitor news archive and more starting at \$325.

### EventTrak

Rather than spam the attending media list, 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), key event themes and the ability to search, browse and export data. **Free with an Online Press Kit** or you can just purchase it alone for \$150.

You can also use EventTrak year-round, for a free trial and more info go here – [www.eventtrak.io](http://www.eventtrak.io).

### Need help with trade show public relations or writing a news news release?

Go here - <https://services.businesswire.com/tempo-home>.

### For more information on any Business Wire service:

**Email** [tradeshows@businesswire.com](mailto:tradeshows@businesswire.com) or go to [www.businesswire.com](http://www.businesswire.com) to order services.

**Call:**

US: +1.310.820.9473

Europe: +44 20.7626.1982

Asia (Hong Kong): +852.3602.3091

(Tokyo): +81 3.3239.0755

***Please note that you will need to have an account with Business Wire to use any Business Wire service. There is no charge to set up an account.***