

## NRF Retail's Big Show: Exhibitor News Distribution and Online Press Kits

Relying on an email list and hoping for the best with your show news just won't work if you plan on making an impact. Business Wire offers numerous cost effective options for you to publicize new product launches, multimedia and events.

### Why use Business Wire?

Our exhibitor news archive is on the NRF Retail's Big Show website 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 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 a dedicated wire advisory, social media sharing links, ability to swap files with posting to the exhibitor news archive. (Starts at \$325).

### EventTrak

EventTrak provides you with direct links to articles written about the show, 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 purchase it alone for \$150. You can also use EventTrak year-round, for a free trial go to [www.eventtrak.io](http://www.eventtrak.io).

### 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:

Already have an account? [Log in](#).

***New members: to get started, you need to have an active Business Wire account. There is no charge to set one up.***

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