



# EXHIBITOR PR – MEDIA CALL

Retail's BIG Show 2017

# Overview

- ▣ Press Room
- ▣ Media Materials
- ▣ Share Your News
- ▣ Exhibitor Resource Center
- ▣ Trade Show PR & Business Wire

# Press Room

- Location: 1C03-05
- Hours:
  - Sunday: -
  - Monday: 8am – 5pm
  - Tuesday: 8am – 4pm
- This room is only for members of press & analyst

# Exhibitor Resource Center

- What can you find in the exhibitor resource center?
  - Confirmed press list
  - Show updates
- How to access the page?
  - [http://events.nrf.com/summit16/public/e\\_Login.aspx?FromPage=e\\_ExhibitorConsole](http://events.nrf.com/summit16/public/e_Login.aspx?FromPage=e_ExhibitorConsole)
  - You will need your NRF-provided exhibitor code to access the site

# Media List

- Last year, we had approximately over 500 members of press and analyst.
  - Examples of press:
    - Wall Street Journal, Associate Press, WWD, CNBC, New York Times, among others.
- We are expecting about the same for the show next month
- Link to the media list can be found via the exhibitor resource center
  - It will be updated twice a week

# Media Materials

- Conference exhibitors are welcome to provide media kits at the designated Exhibitor Press Kit table in the press office at Retail's BIG Show.
- Exhibitors should ship media kits identifying the booth number, and should be brought to the press office onsite by an exhibitor team member.
- We recommend no more than 15 press kits at the press office per day.

# Share Your News

- ❑ Tell our team about your big news so we can help spread the word about your announcement.
- ❑ Submit your news via the Exhibitor Resource Center.
  - ❑ If the release includes a mention of the show, we will review and potentially include the release on the show website under the media tab
  - ❑ Please note, we cannot guarantee that the information you submit will garner media coverage.
- ❑ Our team will work to share your news with media who have expressed interest in a particular topics surrounding the show.



# News Release Distribution & Online Press Kits

Presented by Leon Haggan  
Vice President, Trade Shows & Events  
Business

  
**Business Wire**<sup>®</sup>  
A Berkshire Hathaway Company



# Big Show 2017 Exhibitor News Page

**NRF** RETAIL'S **BIG SHOW** 2017

Convention & EXPO  
January 15-17, 2017  
New York City Jacob K. Javits Convention Center #nrf17

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## MEDIA

NRF welcomes members of the media to Retail's BIG Show. Hear from the top brands in retail, meet with industry executives, explore the latest from more than 510 solution providers in the EXPO, and identify the trends that are shaping the future of retail.

REGISTER

.....

**Registration**  
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[Media Eligibility](#)

**NRF Media Contact**  
**Ana Serafin-Smith**  
Sr. Director, Media Relations  
202-626-8189

**Exhibitor Media Outreach**  
[Opportunities for Exhibitor Media Outreach](#)

**Business Wire**  
Exhibitor News & Online Press Kits Official Newswire  
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.....

### Event News

- December 1: [How Sleep Number uses social media to make smarter decisions](#)
- December 1: [6 women leading the reinvention of retail](#)

# Big Show 2017 Exhibitor News Page

The screenshot shows the BusinessWire website interface for the NRF Big Show 2017 Exhibitor News Page. The header includes the BusinessWire logo (A Berkshire Hathaway Company), navigation links (HOME, SERVICES, NEWS, EDUCATION, ABOUT US), a search bar, and links for Log In and Sign Up.

## NRF Big Show 2016

[Event Website](#)  
[Share This Event](#)

Jan 17, 2016 - Jan 19, 2016  
New York, New York  
United States

### Online Press Kits


**Exhibitors:** Make sure the media at any trade show or event get all the information they need about your company with an Online Press Kit.

[Find Out More About Online Press Kit](#)


**News** | [Online Press Kits](#) | [Multimedia](#)

All times in Eastern Daylight Time.


01/27/2016 - 08:00 AM  
**75% of Retail and Technology Professionals Cite Payments Security as Most Important Feature for Digital Channels**



01/25/2016 - 08:00 AM  
**KIOSK Information Systems Releases New Remote Monitoring Platform**



01/22/2016 - 01:51 AM  
**SATO Global Solutions lance des solutions IdO révolutionnaires pour la vente au détail en se basant sur la plate-forme IdO Intel**



# News Distribution

## Key Advantages

- Posting to the Big Show 2017 Exhibitor News Archive.
- Direct distribution to key media, analysts, retail & tech trade media, investors, online media and more worldwide based on the distribution circuit you select.
- Formatting of your news release for the most effective and attractive presentation, employ responsive design so your content renders effectively on desktops, tablets and mobile devices, add sharing links for all the most popular social networks.
- English language news releases automatically receive the NewsTrak measurement and analytics reports along with the NUVI social media monitoring report.

# News Distribution


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## Apex Introduces Automated Lockers to Manage Handheld Electronic Devices

Access™ 6100 Series Automated Locker System on Display at Apex NRF Booth 825



Apex automated locker systems automate management of the handheld electronic devices that are critical to retailers and distribution centers. (Photo: Business Wire)

January 18, 2016 07:50 AM Eastern Standard Time

NEW YORK--(BUSINESS WIRE)--Apex Supply Chain Technologies has introduced Access 6100 series automated locker systems to manage handheld electronics, a solution that is ideal for retail stores and distribution centers that increasingly


**apex**  
APEX SUPPLY CHAIN TECHNOLOGIES

### Release Summary

Apex automated locker systems are intelligent, self-service, cloud-based lockers that automate management of the handheld electronic devices critical to retailers and distribution centers.


### Tweets by @ApexSupplyChain

**Apex Supply Chain** @ApexSupplyChain  
#Supplychain success means applying data to people, processes and technology  
ow.ly/GqsK3031Amg via @DCVelocity



**Apex Supply Chain** @ApexSupplyChain  
Macy's #AI mobile shopping assistant helps connect online to offline experience: ow.ly/HgIK3031z5V via @PSFK

# News Distribution



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equipment is significant, businesses are saving even more by keeping their people on the job, and not wasting time searching for missing devices.”

Access lockers automate check-out and check-in of devices through the use of personalized codes or identification cards. The Apex Trajectory™ Cloud, which is the brains behind each locker, records who took what, when and where. Trajectory delivers actionable reports, usage patterns and other data. It can send an automatic notification to supervisors and employees if a scanner is past-due to be returned, and even if it is due for maintenance.

With this greater level of control also comes more accountability among employees who then take more care with the handheld electronics they use. The system eliminates time lost checking out and checking in the assets on each shift, as well as time lost searching for missing devices.


For example, in the precisely-timed environment of a large distribution center, a handful of lost scanners could disrupt an entire shift. Access cloud-based lockers ensure that all scanners will be accounted for, fully charged and ready to go when needed, with no time lost searching for missing devices or queuing to check them in and out at each shift change.

Brick-and-mortar retail stores are under pressure to accommodate expanding consumer preferences to buy, collect and pay, and handheld electronic devices are important tools in that strategy. But any of these electronic devices that access customer information represent a risk to the company if not managed properly. When they are secured by an automated locker system, compliance with usage standards is assured and sales associates and their supervisors can eliminate time that was wasted searching for missing devices.

Access 6100 lockers are on display this week in booth 825 at the NRF’s Big Show in New York City.

**About Apex Supply Chain Technologies:** Mason, Ohio-based Apex Supply Chain Technologies is a global leader in automated dispensing systems for applications in retail, professional, service and industrial settings. CEO and founder Kent Savage is widely recognized as an international expert on automated dispensing and technology solutions and a visionary for innovative applications of the technology. Apex has managed more than one billion automated vending transactions and serves thousands of global clients, including more than 300 *Fortune 1000* companies. For more information email [anywhere@apexsupplychain.com](mailto:anywhere@apexsupplychain.com), visit [www.apexsupplychain.com/retail](http://www.apexsupplychain.com/retail) or call +1 (800) 229-7912.

**Contacts**  
Apex Supply Chain Technologies  
Kimberly Carroll, Vice President, Marketing, 513-550-1473  
[kimberly.carroll@apexsupplychain.com](mailto:kimberly.carroll@apexsupplychain.com)



Apex Supply Chain @ApexSupplyChain  
5 disruptive trends changing logistics in 2016: [ow.ly/5Jg13030hON](#) via @CeMATAus

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#NRF #NRF16

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English EON: Enhanced Online News

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Contacts  
Apex Supply Chain Technologies  
Kimberly Carroll, Vice President, Marketing, 513-550-1473  
[kimberly.carroll@apexsupplychain.com](mailto:kimberly.carroll@apexsupplychain.com)

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# Online Press Kits

- Simple way to provide your entire media kit to journalists
- Visual showcase of your news, multimedia elements, fact sheets
- Includes company description and PR and onsite contacts
- Jump start social sharing with share buttons
- Automatic posting to the Exhibitor Online News Center and [www.tradeshownews.com](http://www.tradeshownews.com)
- Free wire advisory to promote your kit

The screenshot displays the BusinessWire website interface. At the top, the BusinessWire logo is on the left, and navigation links (HOME, SERVICES, NEWS, EDUCATION, ABOUT US) and a search bar are on the right. The main content area features a green header for "Online Press Kits" and a sub-header for "Exhibitors: Make sure the media at any trade show or event get all the information they need about your company with an Online Press Kit." Below this, a link reads "Find Out More About Online Press Kit".

The main content is titled "Brother Mobile Solutions". It includes a "Company Contact" section with the following details:  
Mary Howard  
303-464-6707  
mary.howard@brother.com  
FR Contact  
Jodi Pinkens  
847-508-0877  
jodi@outlookmarketingv.com  
100 Technology Drive  
Suite 5024  
Broomfield, CO  
United States 80021  
303-460-1800

Social media links are provided for "Exhibitor Website", "On Facebook", "On Twitter", and "On LinkedIn".

A "SHARE THIS ONLINE PRESS KIT" section is visible. Below it, a "Press Kit Files" table lists several documents:

Title	Type
BMS and Retail Pro Present Associate Friendly POS Solutions at NRF	📄
Brother in Apparel_ Improving Sales Efficiency	📄
Brother in POS News_Associate Friendly Technology	📄
Brother in RIS News_Mobile POS	📄
Brother Retail Printers	📄

A "DISCLAIMER" link is located below the table.

At the bottom of the page, there is a footer with social media icons (Twitter, LinkedIn, Google+) and text: "More from Business Wire: Blog Apps UKIreland Deutschland France Hong Kong Italy Japan EON Enhanced Online News Tradeshownews.com PYMNTS.com". Below this, it says "Contact Us Privacy Statement Terms of Use ©2016 Business Wire".

# Online Press Kits



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## KIOSK Information Systems



PR Contact  
Cheryl Madeson  
303-661-1631  
cmadeson@kiosk.com

346 S. Arthur Avenue  
Louisville, CO  
United States 80027  
303-466-5471

- Exhibitor Website
- On Facebook
- On Twitter
- On YouTube
- On LinkedIn

▶ SHARE THIS ONLINE PRESS KIT

KIOSK Information Systems is the #1 provider of self-service solutions in North America. The company provides complete project services, including hardware and software design, manufacturing, field support, and secure managed services (PCI and EMV compliance support). KIOSK has 20+ years' experience creating automated retail solutions that cut operating/transaction costs, increase sales and loyalty, and enhance today's consumer experience. An exceptionally broad portfolio of standard and custom KIOSK designs are deployed among Top 100 Retailers and Fortune 500 clients in virtually all self-service vertical markets.

NRF Big Show 2016  
Jan 17, 2016 - Jan 19, 2016  
Booth/Stand: 4131

News [Press Kit Files](#)

### News

All times in Eastern Daylight Time.

01/13/2016 - 06:34 PM   
KIOSK Information System  
Releases New Retail Locker  
Delivery Platform at 2016 NRF Big  
Show



01/13/2016 - 05:00 PM  
KIOSK Information Systems to  
Exhibit at NRF Big Show 2016,  
Booth 4131




### Online Press Kits

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▶ [Find Out More About Online Press Kit](#)

# Online Press Kit Advisory



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## Brother Mobile Solutions to Exhibit at NRF Big Show 2016, booth 3079

December 15, 2015 09:00 AM Eastern Standard Time

BROOMFIELD, Colo. --(BUSINESS WIRE)--**Press Kit Materials are Available at:**  
<http://www.tradeshownews.com/events/nrf-big-show-2016/brother-mobile-solutions/>

**Associate-friendly mobile printing is here: Print receipts, labels, and tags from anywhere. Visit us at Booth 3079!**


[Tweet this](#)

<b>Company:</b>	Brother Mobile Solutions
<b>Booth/Stand:</b>	3079
<b>Event:</b>	NRF Big Show 2016 Jan 17 - 19, 2016 New York, NY, US
<b>Web:</b>	<a href="http://www.brothermobilesolutions.com">http://www.brothermobilesolutions.com</a>
<b>Facebook:</b>	<a href="https://www.facebook.com/BrotherMobileSolutions">https://www.facebook.com/BrotherMobileSolutions</a>
<b>Twitter:</b>	<a href="http://twitter.com/brotherBMS">http://twitter.com/brotherBMS</a>
<b>LinkedIn:</b>	<a href="https://www.linkedin.com/company/brother-mobile-solutions">https://www.linkedin.com/company/brother-mobile-solutions</a>

**About Brother Mobile Solutions**

Brother Mobile Solutions brings today's retailer a complete line of mobile label and receipt printers that make it easy to quickly print barcoded labels, tags and receipts practically anywhere, from practically any device. The series includes the lightweight new RuggedJet 3" mobile label and receipt printers for tags, shelf-edge labels and POS receipts on the sales floor; the compact, battery-powered and high-capacity TD-2000 desktop thermal printers for use on rolling carts and in kiosks; and rugged RuggedJet 4" mobile thermal barcode label and document printers ideal for generating shipping and inventory management labels in the warehouse. Today's retailers deserve the legendary Brother reliability and the latest in Bluetooth®, Wi-Fi®, and Windows®, iOS®, and Android™ compatibility.

**Contacts**  
Brother Mobile Solutions  
Company Contact  
Mary Howard  
303-454-6707  
[mary.howard@brother.com](mailto:mary.howard@brother.com)  
or  
PR Contact  
Jodi Perkins  
847-508-0877



Brother Mobile Solutions, Inc.

BROTHER MOBILE SOLUTIONS

Tweets by @BrotherBMS

Brother Mobile Retweeted  
S. Nick D'Alessio  
@s\_nick\_dAlessio  
Brother Mobile Solutions is excited to be at #RNOW2016. Lets innovate --go! @BrotherBMS  
01 Aug

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@BrotherBMS  
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Print cable and ID labels from data generated in the testing phase  
[Learn More](#)  
22 Jul

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# EventTrak

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## Retail's Big Show

Showing media coverage for past 12 months

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Enter keywords (e.g. 'iPad' or 'cloud hosting') [Search](#)

Top Authors	Top Sources	Top Companies
Tim Denman 6	Retail Systems Research 7	Microsoft 12
Alex Samuely 6	Retail Info Systems News 7	Apple 10
Glenn Taylor 5	Mobile Commerce Daily 6	Amazon 7
Tim Parry 5	Multichannel Merchant 6	SAP 7
Clare McDonald 4	The Record 6	Zebra Technologies 6
Chuck Martin 4	Retail Touch Points 5	Zebra 6
David Kaplan 3	ComputerWeekly 4	Adobe 4
Brian Kilcourse 3	MobileShopTalk 4	Google 4
Paula Rosenblum 3	MSDynamics World 3	Intel 4
Brielle Jaekel 3	Mobile Marketer 3	Fujitsu 4
Rebecca Gibson 3	Geomarketing 3	Walmart 4
Bill McBeath 2	TMCnet 2	Box 4
Linda Rosencrance 2	ChainLink Research 2	Atmel 3
Matt Pillar 2	Between the Lines 2	eBay 3
Sandra Guy 2	Integrated Solutions for Retailers 2	Facebook 3
Joe Skorupa 2	Internet Retailer 2	VeriFone 3
Will Hernandez 2	Mobile Marketing Watch 2	Barnes & Noble 3
Lindsay James 2	Retail Insight 2	Journeys 3
Sahir Anand 1	InternetRetailing 2	The Collective 3
Greg Buzek 1	Retail DIVE 2	the Shelf 3
Leslie Hand 1	MobilePaymentsToday.com 2	shopkick 3
Natalie Petouhoff 1	Computerworld 1	Accenture 2
Larry Dignan 1	ABI Research 1	1E 2
Sharon Gaudin 1	IDC Retail Insights 1	ChannelAdvisor 2
Mike Cassidy 1	IDC 1	Cappemini 2
69 total authors	57 total sources	116 total companies

Sort Dashboard By: Results [Reach](#) Dashboard Size: 25 100 500 All

Date	Author	Source	Title
11/27/16	Tiernan Ray	Tech Trader Daily	Amazon, et al. Black Friday a 'Dud' For Wal-Mart, Says MKM
11/9/16	Alex Perala	Find BioMetrics	NEC Bringing Biometric Retail Analytics Solution To NRF Big Show
11/1/16	Rebecca Gibson	The Record	Retail's BIG Show 2017
8/2/16	Stephanie Condon	Between the Lines	Dropbox launches Paper in open beta, releases Android and iOS apps
7/10/16	Jim Daly	Digital Transactions	The NRF Says Many EMV-Ready Retailers Are Waiting Months for Needed Certifications
6/6/16	<b>Paula Rosenblum</b>	Retail Systems Research	SalesForce Buys DemandWare: The Next Wave Of M&A Begins
5/23/16	Brian Kilcourse	Retail Systems Research	Fung Group & IBM Help Retailers Test New Concepts
5/2/16	Alex Samuely	Mobile Commerce Daily	Alex and Ani unclasps omnichannel Mother's Day push on Instagram

# EventTrak

TechNews | News | Tim Denman - Google Chrome  
reports.eventtrak.io/coverage?reportId=167602398&ssoToken=T2hycTFLZHVIHVZDZXh2bHFodnZ6bHV0MWZycDUzNDk0NTM6&authors=92023977#92023977

Leon Harbar | Business Wire Your access to this report expires on 12/1/17

## Retail's Big Show

Showing media coverage for past 12 months

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**Tim Denman** Close

[\(973\) 607-1300](#) (Retail Info Systems News) [mailto:tdenman@edgellmail.com](#) [Twitter](#) [LinkedIn](#) [Randolph, New Jersey](#)

[Search](#)

**Top Authors**

Tim Denman	6
<small>1 total authors</small>	

**Top Sources**

Retail Info Systems News	6
<small>1 total sources</small>	

**Top Companies**

Level 3	2
1E	1
ChannelAdvisor	1
Facebook	1
Google	1
Wipro	1
Glimpse	1
The Collective	1
SME	1
GameStop	1
<small>10 total companies</small>	

Sort Dashboard By: [Results](#) [Reach](#)

Date	Author	Source	Title
12/9/15	Tim Denman	Retail Info Systems News	10 Can't Miss Sessions at NRF 2016
1/7/16	Tim Denman	Retail Info Systems News	Visit the NRF Innovation Lab and Experience the Future of Retail Tech
12/17/15	Tim Denman	Retail Info Systems News	Is 2016 Poised to be the Year of the Beacon Deployment?
12/19/15	Tim Denman	Retail Info Systems News	Localized Assortments Help Home Depot Drive Customer Value and Sales Growth
12/10/15	Tim Denman	Retail Info Systems News	Urban Outfitters Merchandising Team Significantly Improves Markdowns an...
12/23/15	Tim Denman	Retail Info Systems News	Big Show 2016 Keynote Presentations

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Get your news in front of trade show and financial conference audiences.

Effectively engaging your key conference and trade show audiences with your content is vitally important and Business Wire provides you with easy, powerful and targeted tools to do so.

From [Event News Release Distribution](#) to [Online Press Kits](#), make sure that your tradeshow and conference news finds the right audience and the media has easy access to your digital content.

[EventTrak](#), the industry's most comprehensive, searchable directory of tech events, awards and speaking opportunities, provides PR professionals the ability to easily search, find and act upon highly relevant promotional opportunities.

And we can provide [show organizers](#) with options for news release distribution, dedicated news archives, measurement, online press kits, media databases and more.

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### Find Out More

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RESULTS OF OUR 2016 ANNUAL MEDIA SURVEY

### 2016 Media Blueprint

See the results of our annual media survey and build your own communications plan.

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What Business Wire and Agility PR Solutions Partnering Means for Comm Pros

The impact of Business Wire and Agility PR Solutions



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Business Wire offers some strong tips on how to craft

Business Wire's  
10 Tips

for Sharing News and Social Content in an Online Newsroom  
A GUIDE

[Webinar] 10 Tips for Sharing News and Social Content in an Online Newsroom


Learn Ibrey Woodall's 10 tips for sharing news and

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## The Role of Pinterest in Your News Release

4/19/16 8:00 AM



(Image above from left to right: Sean O'Neal President of Adapty, Michael Akkerman the Head of Marketing Developer partnerships at Pinterest, and Brian Magida, Director of Digital Marketing at Warby Parker)

By Hannah Herreid, Media Relations Specialist at Business Wire

**BusinessWire** A Berkshire Hathaway Company Services Home PR Solutions IR Solutions Distribution & Analytics Website Services Tempo Global Sites

## Maximizing ROI: How to Share Your News Release on Twitter

2/22/16 11:30 AM

By Jahana E. Martin, Newsroom Supervisor, Atlanta

A survey recently found that nearly six of 10 Twitter users use the social networking site to keep up with breaking news. The use of Twitter as a news source increased from 55% to 67% for users under 36, and from 47% to 59% for users over 35.

Are you tweeting your press release? If not, you are missing a great opportunity to expand your reach and brand. After all, your Twitter followers are following you because they want to learn more about your business. This is the perfect audience to activate by sharing your news.

If you are tweeting your press release, then consider the following questions: Are you tweeting at the right time? Are you including multimedia in your tweet to increase visibility and shares? How did you craft the Twitter version of your news release headline? Did you use hashtags? How many? How did you choose your hashtags? If you haven't asked yourself these questions, then now is a good time to start working on your strategy to use Twitter to amplify your next press release.

Here are four ideas to get you started.

1. Your News Release Headline: Make it Twitter-Friendly

Your press release headline may be amazing for the newswire, but chances are you will need to make some modifications for it to rock on Twitter.

**Write several tweets**

Twitter is a real time, news distribution service. You will need to share your news many times to ensure broadest reach. News releases and subsequent news coverage should be shared as many as 15 times or more to activate your entire audience.

**Make your news release tweet interesting**

This is a fantastic opportunity to speak directly to your company's end user. Use your Twitter headline to highlight key points directly of interest to each of your various audiences.

**Make it shareable.**

Help your followers retweet easier and faster by leaving them enough space to promote your brand.

Twitter allows you 140 characters, but you want people to share your tweet. Consider crafting 96 character tweets to be able to include links (22 characters, regardless of length of link) and multimedia (also 22 characters)

**Testing, Testing.**

# Contact:

Leon Harbar VP Global Event Services



+1.310.820.9473



[tradeshow@businesswire.com](mailto:tradeshow@businesswire.com)



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