

EXHIBITOR PR - MEDIA CALL

Retail's BIG Show 2017

Overview

- □ Press Room
- Media Materials
- □ Share Your News
- Exhibitor ResourceCenter
- 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.as px?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.

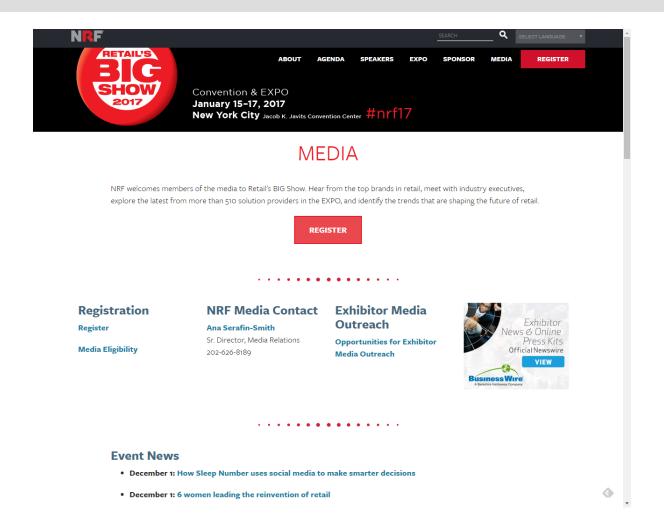




News Release Distribution & **Online Press Kits**



Big Show 2017 Exhibitor News Page





Big Show 2017 Exhibitor News Page





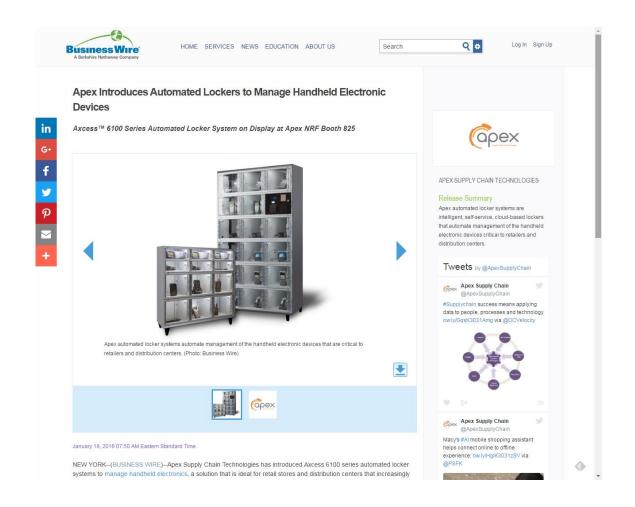
News Distribution

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.

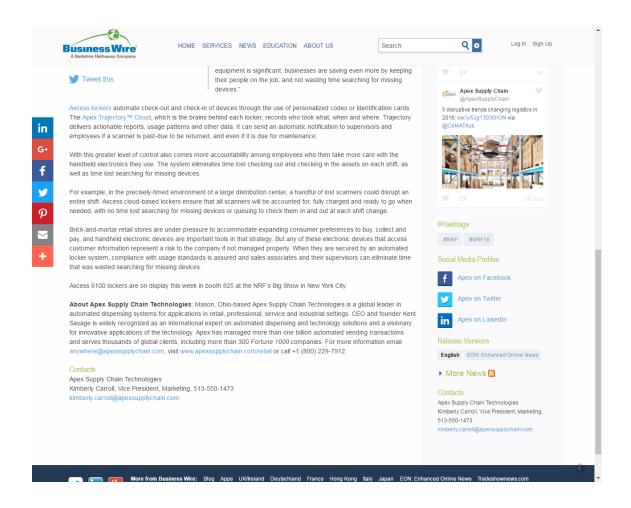


News Distribution





News Distribution





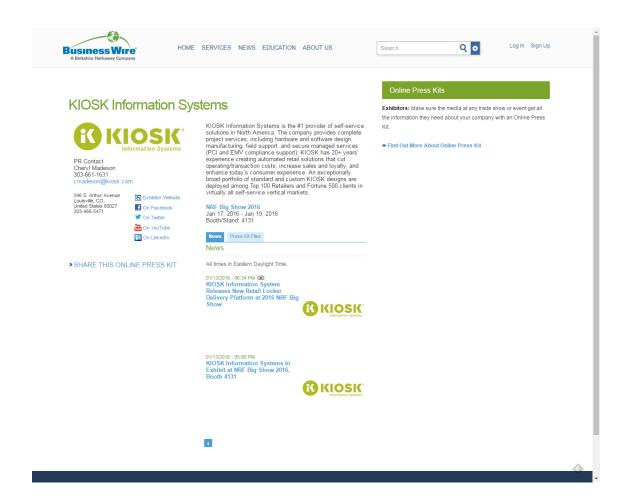
Online Press Kits

- 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
 <u>www.tradeshownews.com</u>
- Free wire advisory to promote your kit



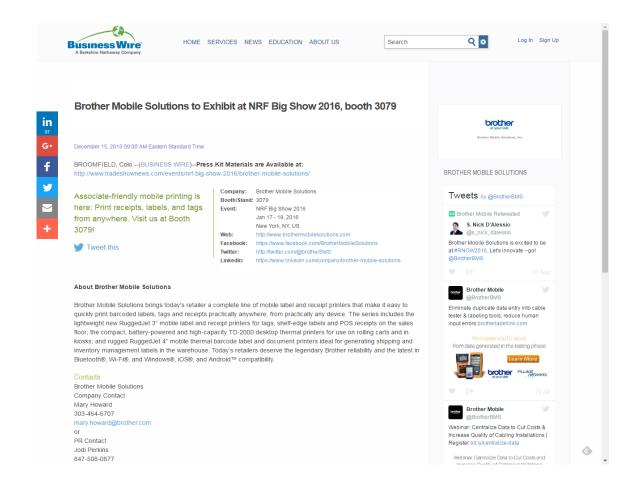


Online Press Kits



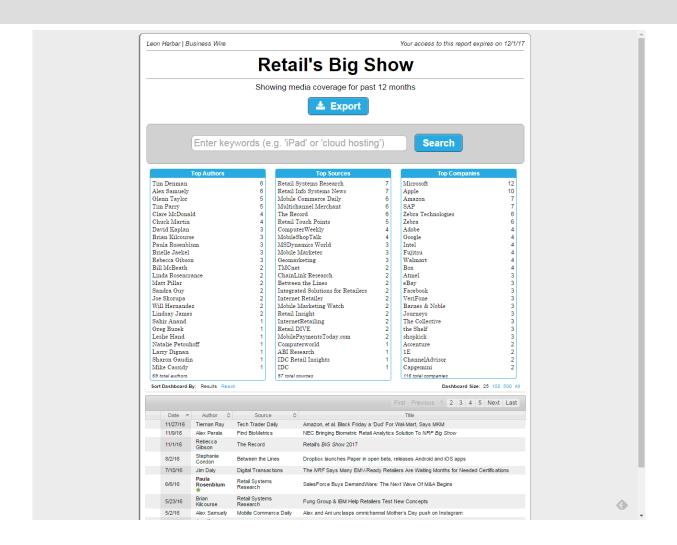


Online Press Kit Advisory



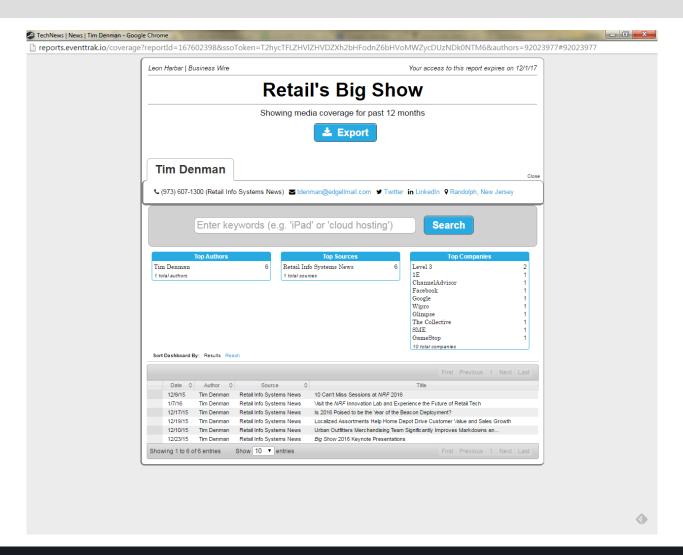


EventTrak



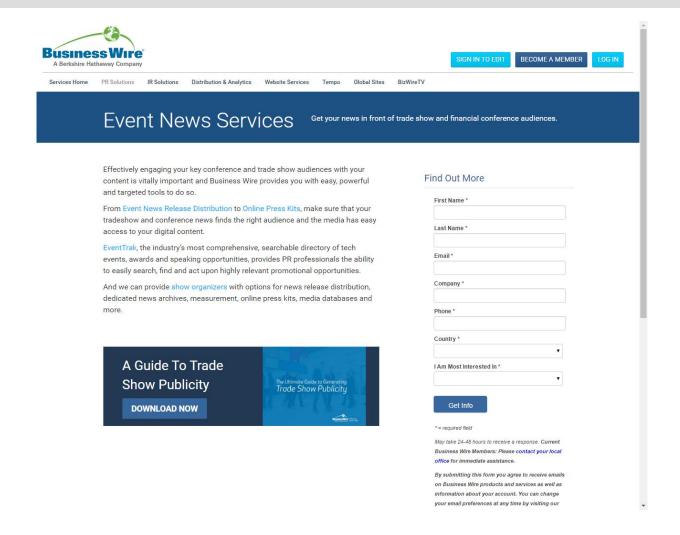


EventTrak



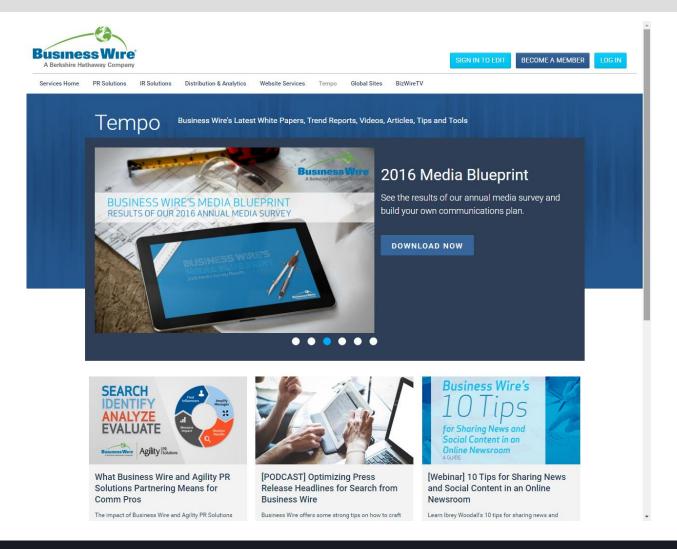


Exhibitor Resources @ BusinessWire.com





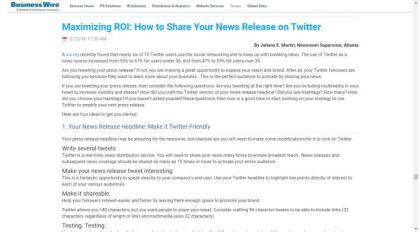
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