

## **NRF PROTECT 2017**

### **Exhibitor News Distribution and Online Press Kits**

Business Wire is the global leader in event news release distribution and is an official sponsor of NRF PROTECT 2017. To help you get your news into the right hands, Business Wire offers the following services:

**EventTrak Report** – Provides media coverage for the show for the last 12-months. You can then search within the results for your target market or any keyword you like, see the journalists that write about it, then have the ability to contact them directly. This gives you the ability to make smarter outreach to the journalists that actually write about your target market. Cost - \$200 or free with an Online Press Kit purchase.

**Online Press Kit** - Go digital and create an easily accessible and shareable online press kit. The kit includes an advisory (distributed via the wire and email), social media sharing links, ability to swap files with posting to the exhibitor news archive. (Starts at \$325 for a 3-file kit w/advisory + EventTrak report).

**News Release Distribution** – Distribute your show related news via Business Wire's patented network to the [NRF PROTECT 2017 exhibitor news page](#), digital, print and broadcast newsrooms, individual reporters and editors, consumers, financial and news portals, websites, news syndicators, bloggers, social media networks and more. 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 analytics reports which will help you measure the performance of each press release. With every English-language press release, you'll also receive the 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.

***To send a release or to set up an Online Press Kit, click here -***  
<https://secure.businesswire.com/portal/site/home/template.LOGIN/>

***If you do not have a Business Wire account, go here to set one up -***  
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***For more information email [tradeshow@businesswire.com](mailto:tradeshow@businesswire.com).***