

Making the Most of Your ONLINE PRESS KIT

1. Vanity URL

Once you have set up your Online Press Kit, you will receive a direct link to your OPK via a custom URL. Make sure to include this URL in all of your communications to media, customers, etc. The more people that know about it, the better.

Create a **SmartTag or QR Code** to provide easy mobile access to your Online Press Kit. Simply convert your OPK URL into a SmartTag or QR Code, put it on a sign and display it in front of your booth at tradeshow. Anyone walking by who has a smartphone can now have instant access to your OPK.

Sample Smart Tag:



Sample QR Code:



For more information on:

Smart Tag: <http://tag.microsoft.com/consumer/index.aspx>

QR Code: http://en.wikipedia.org/wiki/QR_Code

2. EventTrak

As part of your Online Press Kit purchase, you receive our EventTrak media intelligence service for that show at no charge. Generally, you will receive the password to log on to EventTrak within 24 hours of setting up your OPK. This initial email provides access to the pre-show report, which includes contact information for reporters and bloggers who have covered the show before. Share your OPK URL with these contacts. Additionally, you will receive an EventTrak post-show report about a week after the event.

3. Share Your Online Press Kit

Make sure to click on the "Share This Online Press Kit" link on your OPK to place a link to your Press Kit on popular social media sites.

If you have any questions, concerns, feedback, etc, please contact the Business Wire Global Event Services Group directly at tradeshow@businesswire.com or visit BusinessWire.com/tradeshow.

TRADE SHOW SERVICES

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