

CISION®



IMS ONLINE PRESS OFFICE

Virtual Press Office/Cision PR Newswire is an IMS official partner that provides a suite of news distribution options to help raise your visibility at IMS 2018.

The IMS [Online Press Office](#) is green and provides important benefits to exhibitors, including:



➤ Completely branded, responsive online press kit options to house all of your company's news, supporting content & more. Our online press kits eliminate the needs for paper and USBs saving you time & money. Utilize kit on the show floor, follow up with leads and easily make any last-minute changes ([click here](#) for a sample press kit)

➤ Email distribution of your news to registered & key industry media to garner earned media coverage for the event.

➤ **Exclusive exhibitor discounts** on PR Newswire distribution, the industry's strongest Network that includes more than 4,400 websites, nearly 3,000 media outlets and more than 550 news content systems. Boost visibility & discoverability for your message to attract new audiences.

➤ Post show reports that provide actionable insights with performance and audience engagement data to track your ROI

➤ One-on-one counseling with our content specialists to assist with content strategy.

“ We have found VPO to be a valuable and integral element of trade show communications for our clients. It has a dynamic platform to effectively create brand awareness, communicate show announcements, and provide editors with a convenient tool to gather news. It addresses the key market trends and creates a venue to ensure show news can be used to drive booth traffic and, as importantly, keeps editors – whether they are attending the show or not – informed so our clients receive maximum editorial coverage.

”

– Patrick Brightman
President, 3E Public Relations

Click here to view package options and get your event marketing strategy started today

Questions? Contact our Online Press Office representatives at sales@vpoinc.com or +1-973-783-7787, Opt. 0.