

## IFA 2018

### Exhibitor News Distribution and Online Press Kits

As an official news distribution partner for **IFA 2018**, Business Wire is pleased to offer a range of [cost effective services](#) to distribute content and help exhibitors build visibility.

#### EventTrak Report

*Get better media data and know who actually writes about your target market.*

EventTrak provides [comprehensive online author and blogger lists](#) (including contact information), full coverage for the event, and the ability to search, browse and export data. You can receive the EventTrak report at **no charge** simply email [tradeshow@businesswire.com](mailto:tradeshow@businesswire.com) and request it.

#### Online Press Kit

***Make your press materials easily accessible and shareable online.***

The Business Wire [Online Press Kit](#) is an easy, cost-effective way to share your digital content with media, analysts, attendees, consumers and your social media audiences.

The Online Press Kit is accessible from the [IFA 2018 exhibitor news center](#) and includes a dedicated wire advisory, social media sharing links and the ability to easily swap files.

#### News Release Distribution

***Starting at EUR 260 distribute your release to the places you never thought of.***

[Distribute your news](#) via Business Wire and reach the official exhibitor news center, social media networks, digital, print and broadcast newsrooms, attending media, consumers, financial and news portals, websites, news syndicators, bloggers, and more.

News release distribution circuits (unless noted) automatically receive the following:

- Distribution to CE and show relevant trade and online media
- Posting to the show exhibitor news archive
- [NewsTrak](#) analytics reports which will help you measure release performance
- With every English-language press release, the NUVI social media monitoring report

Tradeshow Online Only (flat rate) –

EUR 260

**or**

Select your circuit based on the mainstream media you would like to reach directly.

Most Used Options:

France	from EUR 510
Germany	from EUR 420
UK & Ireland Tech Media	from EUR 415
US National – Distribution throughout the US	from EUR 740
European Media – distribution throughout Europe with translations	from EUR 1325
Asia-Pacific Tech media - distribution throughout APAC with translations	from EUR 1985
Global Econopack – major media worldwide with translations	from EUR 3675

Rates are based on distribution of first 400-words then each additional 100 words.

You can also add [multimedia](#) to your release or turn your release into an [“interactive”](#) one. Other circuits available.

**For more information email [tradeshow@businesswire.com](mailto:tradeshow@businesswire.com).**