

ONLINE MEDIA CENTER

News Release Distribution/Online Press Kits/Free 100-Word Exhibitor Profile

Business Wire is pleased to be working with the **2011 International CES** and providing exhibitors with options for distributing event related [news releases](#) and [multimedia](#) setting up an [Online Press Kit](#) and [analyzing](#) the media who cover the show.

Business Wire's **2011 International CES Online Press Center** makes exhibitor news instantly available to not only attendee's but also relevant trade media, industry analysts, bloggers, online media, consumers and much more worldwide. In addition, all news releases distributed via Business Wire automatically receive our NewsTrak [posting and tracking reports](#).

The [Online Press Kit](#) by Business Wire enables exhibitors to create an effective and customizable electronic press kit accessible directly from the

2011 International CES Online Press Center. Each Online Press Kit also includes its own advisory via Business Wire promoting the Online Press Kit, social media sharing links and more.

[EventTrak](#) by Business Wire - Formulate a more effective tradeshow PR strategy with a detailed intelligence report. EventTrak provides exhibitors with pre and post-show media and blogger coverage with direct access to contact information and articles published. Free with an Online Press Kit purchase or \$150 alone.

Free! - Business Wire is also offering all sponsors/presenters/exhibitors free distribution of a 100-word profile.

Associated Costs and Deadlines:

News Release Distribution: \$285+
No deadline

Online Press Kit: \$275
No deadline but recommend setting up 60 days prior to show start

CES EventTrak: \$150
January 6

Exhibitor Profile: Free
Deadline for submission is 12/30

Contacts:

For additional information on news release distribution, the Online Press Kit, EventTrak and/or to receive the template for the free 100-word profile, please email tradeshow@businesswire.com.

New to Business Wire and/or tradeshow public relations, [click here](#).