

Extend Your Marketing Beyond the Show Floor



VPO's Online Media Center Lets You Reach Thousands of Journalists and Analysts On-Site and Around the Globe 24/7

"With VPO's post-event reports, we finally have a concrete way of knowing which media are interested in our clients after attending a major tradeshow. No more blasting an entire press list, hoping we hit the right media. With VPO reports, we can follow up with key media immediately after the show."

Leigh Grimm and Steve Rosenbaum, SIR Marketing

Take your marketing and PR to the Web with the official online media center for Nanotech 2006. Starting at \$545, VPO will create an online press kit that guarantees round-the-clock visibility and worldwide distribution to influential industry media and analysts. And from our reporting, you can see exactly who reviewed or requested your materials. You get:

- **Global Coverage:** VPO's online press kits generate on average five times more media leads than traditional hard copy kits and are accessed by 25,000 journalists worldwide.
- **Proactive Distribution:** VPO identifies the reporters and analysts covering your sectors of interest.
- **Measurement:** You know which media are interested in you and want to know more.
- **Longevity:** You extend your reach not just on the show floor but year-round. VPO keeps Web archives for one year, increasing the shelf-life of your news.
- **Cost Savings:** Online press kits are less than one-third the average price of hard-copy kits.



Media rely on VPO for the most comprehensive show and industry news through its listings on more than 400 events sites a year. More than 3,500 firms use VPO to support their tradeshow promotions.

VPO makes it quick and easy to extend your reach. Once you send your documents for posting, VPO does the rest. Plus, you can upload documents of any length - from press releases and backgrounders to photos and white papers - along with **real-time editing**, ensuring that your news stays dynamic.

VPO delivers the most cost-effective, tradeshow communications solution to maximize your exposure.

"Working with Virtual Press Office extended global coverage for Learnframe. Within days of posting our company profile on the Virtual Press Office site, we received inquires from over 23 countries. Their service is invaluable".

Mike Memmott Sr., CEO, Learnframe



Virtual Press Office

ONLINE MARKETING COMMUNICATIONS EXPERTISE

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Attending several tradeshows this year?
VPO offers multiple-show discounts.