Exhibitor Public Relations Toolkit

FIO 2015 Technical Conference: 18-22 October
FIO Expo 20-21 October

The Fairmont
San Jose, California, USA
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About this Toolkit

Participation in industry conferences, such as FiO, creates opportunities to increase the awareness of your company among key stakeholders, including current and potential customers, colleagues and the media. Media coverage generates additional exposure, allowing you to reach extended target audiences and the general public. Using public relations as an avenue to expand interest in your product or company can work to differentiate your message in a crowded marketplace.

The FiO public relations team has developed this toolkit to help you maximize your FiO experience. We are eager to assist you in garnering increased media visibility for your company and/or your products and the technology on which they are based.

This toolkit includes a number of materials that will help you enhance publicity and exposure for your company, which can subsequently increase sales leads resulting from the event. The following materials are included for your use:

- FiO Media schedule
- Tips for writing an effective news release
- Sample news release
- Tips for writing a media advisory
- Sample media advisory
- Media kit tips and shipping information
- Tips for conducting a successful interview
- Overview of media relations tips
- Media logistics information

Samples of media materials, in a template form, are also available for downloading and tailoring on the conference website in the Media Center section at http://www.frontiersinoptics.com/home/media-center/
Contact Information

The FiO Public Relations team wants to help you make the most of your experience at the conference. If you have any questions about the materials in this toolkit, or general questions about Public Relations and the conference, please feel free to contact us directly. Contact information follows for your records:

**Rebecca B. Andersen**
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The Optical Society  
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The Optical Society  
+1 202.415.1435  
jmiller@osa.org

What to Expect at Frontiers in Optics 2015

By exhibiting at FiO and participating in the media outreach program, your company will reach a wide array of leading industry trade publications in the following fields and topic areas:

- Optics/Photonics
- Defense/Homeland Security
- Research & Development
- Manufacturing
- Telecommunications
- Energy
- Education
- Biomedicine
- Biotechnology
- And more!

**Exhibit hours are as follows:**
Tuesday, October 20 10.00 – 16.00  
Wednesday, October 22 10.00 – 14.00

**Media Room hours are as follows:**
Sunday, October 18 12.00 – 18:30  
Monday, October 19 07.00 – 18:00  
Tuesday, October 20 07.00 – 18:00  
Wednesday, October 21 07.00 – 18:00  
Thursday, October 22 07.30 – 17:30
FiO 2015
Media Opportunities and Schedule

Beginning in August, we’ll share regular updates to members of the media leading up to the conference, highlighting exhibitor news, scientific programming and show information. We recommend exhibitors take advantage of the following opportunities to help you deliver your message.

Register Your Public Relations / Communications Contact
Valuable strategies, tips and tools to assist with your pre-conference planning and on site media activities are sent out via email newsletters to registered exhibitor PR contacts leading up to the conference. To ensure the appropriate person at your company receives this important information, please register your PR/communications/media relations contact by filling out the simple registration form on the FiO website.

FREE Media Release Posting
Exhibitors can post news releases and white papers, free of charge, on the FiO website any time by filling out the online form, beginning in June 2015. Exhibitors can also take advantage of news release distribution, Media kit posting and accessibility tracking available from BusinessWire for a nominal fee. See p. XX for details.

Registered Media List
The registered media and analyst list will be distributed via e-mail newsletters to all FiO 2015 registered Public Relations contacts beginning mid-August. See above for information on how to register.

Media Kits On-Site
Exhibitor Media kits can be distributed in the Media Room during the conference from Oct 18-22. See. p.14 for details.

Want Media Attention? Fill out the FiO Exhibitor Technology Guide Form

To best prepare for media inquiries, the FiO PR team requests that you fill out the online Exhibitor Technology Guide form, beginning in February 2015. The team will use this information to help pitch the event and its corresponding exhibiting companies to gain coverage in trade, local and mainstream media outlets. It will also be compiled into a hardcopy guide and given to reporters who attend the conference. The form is quick and simple to fill out. Visit the FiO website in February and submit yours then.
Tools to Help

Media Relations Tips

**Laying the groundwork**
- Develop and maintain a list of publications you want to target.
- Identify reporters who cover science news, especially ones who cover optics and photonics.
- Know your audience. Do a little research and target the reporters who cover your specific industry and your company.
- Leverage the pre-registered media list for the conference to target those media who are already attending, cover your company and would be interested in your news.
- Update often. Media lists should be updated regularly by calling the publication, confirming contact information and determining how the reporter or editor prefers to receive material (i.e. e-mail, regular mail, social media).
- Keep track of whom you have spoken to and any other pertinent information for future calls.

**Reaching out to reporters**
- Begin to build relationships with reporters:
  - Call and introduce yourself, offering yourself as a resource to them and highlighting your areas of expertise.
  - Offer to meet for coffee or lunch during the conference – get to know them personally and professionally.
  - Develop a company expert list and offer it to reporters as a resource.
- Draft pitch letters on relevant and timely industry topics and send to reporters.
- Issue news releases as the conference approaches to your media list.
- Place follow-up phone calls highlighting the most important information to reporters.
- Keep reporters’ deadlines in mind and respond promptly.
- Don’t be afraid to follow-up with additional information.
- Reporters will say “no.” Don’t take it personally. Instead, use it as an opportunity to find out what topics interest them.

**What is newsworthy?**
- **Impact** – Does the story affect a large number of people or have a significant influence on the industry?
- **Proximity** – Does it have a good local angle?
- **Timeliness** – Does the story tie in with something significant that’s happening now?
- **Novelty** – Is there something new to tell?
**Tips for Writing an Effective News Release**

As one of the critical components of your company’s Media kit, news releases often serve as the primary vehicle to communicate company announcements and key messages. To ensure that you are maximizing this communications tool, the CLEO Public Relations team suggests the following guidelines.

**Headline**
- The headline is the most important part of a news release. It is probably the most challenging to write as well. The headline should grab the reporter’s attention and create a desire to read the body of the release. Ideally, a good headline should also tell as much of the “story” as possible, without being too lengthy.

**Paragraph 1 – 2**
- The first paragraph of the release should answer all of the questions the reporter is expected to answer in the lead of his or her article: who, what, when, where, why and how. In the first two sentences, sum up the announcement in concise, simple, straightforward language. Try to avoid jargon and buzz words.
- The balance of paragraphs 1 – 2 should back up any claims made in the headline and lead.
- For product announcements address the following:
  - Is it the first; best; only?
  - What problem does it solve?
  - Whose problem does it solve?
  - What market need does it address?
  - How does it benefit users?

**Paragraph 3**
- A quote that reinforces the key message of the release, attributed to a company spokesperson. If the quote is attributed to the president or other top executive, it should be strategic. If it is attributed to a product manager, it should be product specific.

**Remaining paragraphs**
- The remaining paragraphs should continue to provide additional facts and details on the announcement. Use enough supporting material to make your case.
- If appropriate, include a paragraph on pricing and availability.
Boilerplate
- The release should end with your company’s boilerplate – a standard paragraph explaining who your company is and what it does.

Footnote
- You may include trademark information or a safe harbor statement as required by your company’s legal advisors.

Don’t forget to include contact information. If making the announcement in conjunction with FiO, list your FiO booth number and on-site contact information (such as a cell phone number) so that interested media can get in touch with you easily.

See a sample of a news release on the following page.
FOR IMMEDIATE RELEASE
DATE (DAY MONTH YEAR)

HEADLINE: [COMPANY NAME] REVEALS BREAKTHROUGH TECHNOLOGY FOR [USE OF TECHNOLOGY]

New technology to be presented at FiO2015 Conference at booth XX

CITY, STATE– [The first paragraph should tell the reader the purpose of the release.]

Sample text: XYZ Company will reveal breakthrough technology for diagnosing heart disease on October 20 at the FiO 2015 Conference in San Jose. The new technology, which incorporates several technical advances in optical coherence tomography (OCT), will provide high-quality inner views of blocked arteries.

[The next paragraph should include data on what problem this new technology or product will solve; who the technology will affect; and how it works]

[The next paragraph should include a quote from company spokesperson summarizing the data]

[The next paragraph should include a brief outline of how the technology was discovered and who was involved with the process]

ABOUT XYZ COMPANY [Insert your company boilerplate.]

About FiO/LS
Frontiers in Optics (FiO) 2014 is The Optical Society’s (OSA) 98th Annual Meeting and is being held together with Laser Science, the 30th annual meeting of the American Physical Society (APS) Division of Laser Science (DLS). The two meetings unite the OSA and APS communities for five days of quality, cutting-edge presentations, fascinating invited speakers and a variety of special events spanning a broad range of topics in optics and photonics—the science of light—across the disciplines of physics, biology and chemistry. An exhibit floor featuring leading optics companies will further enhance the meeting. More information at www.FrontiersinOptics.org.

Contact(s):
Media Contact Name Media Contact #2
Phone Number Affiliation
E-mail E-mail
Phone Number Phone Number
Tips for Writing an Effective Media Advisory

A media advisory is an important tool that can be used to prepare reporters and analysts for an upcoming event. Because of its short and to-the-point style, it is a good alternative to the traditional news release. Media advisories typically have an urgency and timeliness that are tied to a specific event. An advisory is best used to:

- Highlight your company’s participation or upcoming product demonstration at a tradeshow.
- Advise media on an executive’s upcoming presentation or keynote during a conference.

A media advisory should be short and concise. Its content needs to answer what, where and when and provide a contact for additional information. Often, being direct and spelling out the “why” in an advisory will help reporters put your news in context and will enable you to highlight your key messages and give reporters a reason to attend your event or briefing over others. This upfront style will provide media with an immediate response to the omnipresent question of why your news is significant. Additionally, as media are flooded with releases and advisories, a creative, targeted headline that is both relevant and unique will attract attention to the rest of your advisory.

See sample of a media advisory on the following page.
Media Advisory Sample

**XYZ’s Newest Advancements in Imaging for the Heart**
**to be Presented at FiO2015 Conference**

**XYZ Company will reveal new medical research at FiO booth 2000**

**WHAT:** XYZ Company will reveal breakthrough technology for diagnosing heart disease on June 10 at the FiO 2015 Conference in San Jose. The new technology, which incorporates several technical advances in optical coherence tomography (OCT), will provide high-quality inner views of blocked arteries.

**WHERE:**
FiO 2015
The Fairmont San Jose
FiO: Expo Booth # 2000

**WHEN:** October 20-21

**ABOUT XYZ COMPANY**
Company Boilerplate

**ON-SITE MEDIA CONTACT:**
Jane Smith, 703.555.1212 mobile or jsmith@xyzcompany.com

###
Tips for Conducting a Successful Interview

FiO provides an excellent platform for conducting in-person interviews with media and analysts. It affords exhibitors the opportunity to reach out to a number of key trade media and analysts all at the same time, thereby maximizing your tradeshow investment.

Since you have the opportunity to conduct in-person, one-on-one interviews, the FiO PR team offers a number of guidelines to help you make the most of the interviews that you have scheduled during the show. The key is to be prepared to communicate your story in a manner that best meets the needs and style of the reporter or analyst. While most of these individuals have their own style, the guidelines that follow provide a general overview of how to maximize your time with them.

Know your audience. Reporters are not your primary audience. When you do a media interview, remember that reporters and analysts are the channel to your target audiences: customers, suppliers, government agencies, the public, financial analysts, employees, investors, etc.

Develop key messages. Prior to any interview, you must develop your key message points. Message points should be clear, concise and address the topic about which the reporter is interviewing you.

Use your own words. In order to ensure you are perceived as credible, you must believe your own message points. Therefore, craft messages using your own words. Don’t churn out corporate speak.

Be reliable and responsive. Meet the needs of the media by being open and accessible to them. Respect their deadlines and remember to supply promised information in a timely fashion.

Be honest and open. Tell the truth and tell it in a manner that people can relate to. If a mistake was made, admit it. Trust and credibility are impossible to regain with a reporter and the public once they are lost.

Do not speculate. Never minimize or exaggerate the facts. Disclose information as soon as possible.

Be informative and accurate. Don’t be afraid to correct inaccuracies and don’t fall for the absent-party ploy (“Mr. X said you feel this way about the issue – can you comment on that?”). Also, don’t repeat the negative from a reporter’s question in your response (If asked, “Don’t you think Mr. X is wrong?” don’t repeat the negative, but respond with, “My opinion is . . . or I think that . . . ,” linking back to your own messages).
**Block and Bridge.** Don’t feel obligated to answer every question specifically. Address issues as you choose. Avoid an unwelcome question (block) and take the discussion to something you wish to talk about (bridge), such as your key messages. Use connecting bridge phrases such as:

  “The key point here is...”
  “It’s our policy not to discuss ____, but what I can tell you is...”
  “That speaks to a bigger issue which is...”
  “That’s an interesting question; let me tell you about...”

**Avoid jargon.** Do not use industry shorthand or acronyms. Use simple, spoken language.

**Avoid “No comment.”** This expression can give the impression of a cover-up. If you choose to decline to answer a specific question, briefly explain the reason why to the reporter and refer back to your key messages. Never let a reporter put words in your mouth.

**Nothing is ever off-the-record.** If you don’t want to see it in print or hear it on the air, don’t say it. “Off-the-record” comments should be avoided. You are always on the record, so be careful what you say.

**Remember it’s your show.** Every interview, regardless of the situation, is an opportunity to communicate your messages to a large number of people. Before speaking to a reporter, decide the three key messages you would like to communicate to the reporter (write them down), and make sure you do **no matter what**.
Media Kit Tips

Support FiO in going GREEN in the Media Center by posting your company’s Media kit information online with Business Wire (see page 19) or on your own website.

An important component of your tradeshow public relations arsenal is your company’s Media kit. A Media kit provides background information, including an overview of your company, its management, significant milestones and recent news. It is a tool that can be used to communicate your news and key messages, supplement a media briefing, or provide as follow-up after meeting with a reporter. It also plays a key role in your tradeshow and conference public relations plans.

Exhibiting company media kits are typically displayed and available in the Media Room. Attending media and analysts are able to review and take the media kits of the companies they are meeting with, unfamiliar with or more interested in getting to know.

The FiO PR team strongly encourages its exhibitors to go green by utilizing online tools to feature company news and information, rather than sending paper Media kits. We will accept paper media kits; however, strongly encourage sending them in limited numbers. News releases can be posted for free on the FiO website (see page xx).

Elements include:

- **Company Backgrounder** – Background information on your company, its history, mission, value proposition, etc.
- **Company Fact Sheet** – One-page snapshot of your company, including management team, mission, corporate address, funding/investors (if private), stock symbol (if public), public relations contact
- **Management Bios** – Biographical details for key members of your company’s management team
- **Product/Service Overview** – Overview of your company’s product and service portfolio
- **Media Releases** – Current and significant company announcements

Other elements often found in Media kits include product data sheets, white papers, reprints of significant coverage, product photos and PR contact information. FiO recommends providing no more than 10 Media kits to be displayed in the Media Center. You also should keep extra kits in your booth for media and analyst meetings.
Media Kit Shipping and Distribution

As a FiO Expo exhibitor, you are able to display your Media kits in the Media Room.

To take advantage of this opportunity, please adhere to the following guidelines:

- Only 10 kits are allowed per exhibiting company, and you must be an exhibiting company to have your Media kits placed in the Media Room.

- The FiO public relations team will make a cursory review of your Media kit to check for mentions of the conference itself, and then, conference staff will place the materials in the Media Room.

- Media kits should arrive at the Advance Warehouse between Monday, Sept. 14 and Tuesday, Oct. 13 starting at 16:00. Please ship them to:

  FiO Show Management Media Room - (Company Name) Media Kits
  FiO2015
  c/o Hargrove
  YRC San Francisco
  201 Haskins Way
  South San Francisco, CA 94080
  USA

- Media kits being shipped directly to the Fairmont San Jose should arrive beginning Sunday, 18 October 2015 at 8:00. Please note the correct street address below for direct shipments.

  FiO Show Management Media Room - (Company Name) Media Kits
  FiO 2015
  Exhibit Company Name
  Fairmont San Jose
  170 Market St.
  San Jose, CA 95113
  USA

*NOTE: If you are mailing Media kits to FiO 2015, please notify management of the date shipped, number of boxes, shipment vendor and tracking number by e-mailing mediarelations@osa.org*
Tips for a Successful Media Conference or News Briefing

- **Plan in advance.** Make sure to publicize your event far enough in advance so that interested media and analysts can plan to attend. Three weeks prior is an ideal time to start distributing information, with extensive follow up taking place two weeks in advance of the event. To ensure as many media and analysts as possible can attend, avoid scheduling your event during official FiO 2015 events. For times and dates of these events, check the online schedule at http://www.frontiersinoptics.com/home/program.

- **Get the word out.** Media advisories (view a sample on page XX) are a quick and easy way to spread the word about your event. Distributing a media advisory over the tradeshow wire and/or local wire can aid in driving attendance. We recommend distributing an advisory at least three to five business days prior to the event to serve as a reminder and as a follow up to the outreach that you have already conducted.

- **Prepare your spokespeople.** Any spokesperson, no matter how seasoned, needs to be properly prepared for an interview. It is important for the spokesperson to have a clear idea of how they plan to direct the conversation. Briefing sheets (view a sample briefing sheet on page XX) provide relevant background information on the reporter, opportunity and key messages to be communicated during the interview.

- **Follow up.** We recommend confirming with each invited member of the Media and/or analyst community two business days prior to the event. Don’t forget to remind them of the date, time and location.

- **The news factor.** FiO is a news-making event. Be a part of it! Make sure that your topic is significant and newsworthy to the audience that you are targeting.

- **Follow-up materials.** Provide reporters with handouts or copies of the presentation to take with them in case they missed any of the pertinent details.

We hope that these tips are helpful. If you have any questions or need additional support in planning an on-site Media/Analyst event, please feel free to contact the FiO PR team.
Sample Media/Analyst Briefing Book

One of the best ways to ensure a successful media/analyst briefing is to prepare your company’s spokespeople. You can do this by putting together a briefing book with background information (briefing sheets) on each of the media and/or analysts that you will be meeting with at FiO. See the below example for the types of information that should be included in a briefing sheet.

Sample Briefing Sheet

Interview with: Name and Title
Publication or Analyst Group

Company spokespersons: Names and contact information of your company’s spokespersons

On-site support: Name and contact information of company PR person who will be present during the briefing

Date and time: Date and time of briefing

Location: Location of briefing (provide directions as appropriate)

Interview topic: Information on the topic of the interview

Reporter Overview

Name and Title
Address
Office Phone, Mobile Phone and Fax
E-mail

Profile/Description:
Insert a profile of the reporter/analyst here. This is also a good place to insert information about his or her beat.

Background/Approach:
Insert any background information on previous meetings the company has had with the individual. Highlight any information about his or her interview and writing styles, personality traits, tone, etc.

Meeting objective:
Insert the purpose of the meeting.

Messaging points:
Insert the messaging points that you want to communicate during the interview.
Key things to remember while being interviewed:
Insert interview tips here (see page 18).

**Publication Overview**

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Address:</td>
<td>Main Address of the publication or analyst group</td>
</tr>
<tr>
<td>Main Phone:</td>
<td>Main Phone</td>
</tr>
<tr>
<td>Main Fax:</td>
<td>Main Fax</td>
</tr>
<tr>
<td>Website:</td>
<td>Website</td>
</tr>
<tr>
<td>Media Type:</td>
<td>Insert type of media: newspaper, magazine, analyst group, etc.</td>
</tr>
<tr>
<td>DMA:</td>
<td>Insert DMA as appropriate</td>
</tr>
<tr>
<td>Circulation Total:</td>
<td>Circulation as appropriate</td>
</tr>
</tbody>
</table>

**Overview:**
Insert general overview of the publication or analyst group.

**See the following pages for recent articles:**
Insert recent articles or analyst reports by the individual with whom your company is meeting so the interview subject(s) will have a better idea of the reporter or analyst's style and beat.
News Release Distribution and Online Media Kit Services

As part of FiO’s efforts to be more socially responsible, and environmentally conscious, we are partnering with Business Wire to provide an online GREEN Media Office at FiO.

Support our efforts in going green, and create an online Media kit and online news release distribution with Business Wire. Business Wire will provide your company with maximum exposure by distributing your company’s information to targeted attending and worldwide industry media. It will also reach Google, Yahoo, CNN, Bloomberg, MSNBC and key social networking sites such as Facebook, LinkedIn and Twitter.

What’s more, all news releases and Media kits posted to Business Wire receive detailed measurement reports allowing you to pinpoint key media for follow up.

*All exhibiting companies are able to distribute, for free, a 100-word profile of their company via Business Wire.*

Make arrangements today to have an immediate presence online, by contacting:

Leon Harbar  
Business Wire  
+1 800.237.8212  
tradeshow@businesswire.com

See below for more information or visit [www.businesswire.com](http://www.businesswire.com).

Online Media Kit by Business Wire

The Online Media Kit by Business Wire integrates your company’s breaking news releases, multimedia, product information, investor information, backgrounders, white papers, demos and other materials to create a dynamic Online Media Kit for FiO that is easily accessible by media, analysts, consumers and industry professionals. Your company’s Online Media Kits are available on BusinessWire.com, TradeshowNews.com, as well as the FiO website and event Online Media Centers.

*Business Wire will provide all FiO exhibiting companies the opportunity to take advantage of the Online Media Kit by offering each company a free Online Media Kit with one free document or file. You can add additional files for $75 each.*

Additional capabilities to The Online Media Kit may be purchased directly through Business Wire. Please contact Business Wire for pricing.
• NewsTrak Reach, Posting, Access and EON: Enhanced Online News reports
• EventTrak pre- and post-show media intelligence report (for select events)
• Archiving for one year

**News Release Distribution via Business Wire**

Business Wire will be providing exhibitors with custom options for the distribution of FiO 2015-related news releases to relevant consumer, business and trade media, online news services and databases, and the investment community worldwide. Special pricing for FiO exhibitors begins at $285.

Every news release that is issued over any U.S. Business Wire Tradeshow circuit automatically includes the following:

• Posting to the exhibitor news area of the official show site
• Inclusion on daily show news recaps to attending media
• Automatic insertion of social media bookmarks
• Distribution to:
  o Relevant show-related trade media worldwide along with attending media
  o National business/financial/disclosure media
  o More than one million financial and industry analysts via Analyst Wire
  o Thousands of databases, online services and news Web sites
  o Additional media and analysts worldwide through Business Wire’s alliance with IDG
• Business Wire’s NewsTrak Reach, Posting and Access reports

• Photos and/or Multimedia - Include photos, graphics, animation, video, audio or other multimedia files and have them posted to Yahoo! Finance, and reach hundreds of US newspapers directly through the Associated Press network.
Frontiers in Optics

FiO 2015—the 99th OSA Annual Meeting—encompasses the breadth of optical science and engineering and provides an atmosphere that fosters the exchange of information between those working on fundamental research and those looking for solutions to engineering problems. Special symposia and other major events further highlight major advances in many selected areas.

Themes highlighting this breadth of scope are organized within the following categories:

- FiO 1: Optical Design, Fabrication and Instrumentation
- FiO 2: Optical Sciences
- FiO 3: Optics in Biology and Medicine
- FiO 4: Fiber Optics and Optical Communication
- FiO 5: Integrated Photonics
- FiO 6: Quantum Electronics
- FiO 7: Vision and Color

Laser Science

This serves as the 31st Annual Meeting of the American Physical Society (APS) of its Division of Laser Science (DLS) and provides an important forum for presenting the latest work on laser applications and development, spanning a broad range of topics in physics, biology and chemistry.

In collaboration with colleagues at The Optical Society, DLS will provide thorough coverage of mutually interesting topics in a number of joint sessions. Session schedules are coordinated to encourage your intellectual wanderings among DLS, OSA and joint sessions. Be prepared to engage in outstanding technical programs, exciting special symposia and networking events scheduled for this year's annual meeting.

Online Media Kits include:

- Creation of Online Media Kit
- Logo, company description and link to company website
- Twitter, LinkedIn, Facebook and YouTube links
- Social media sharing capability
- PR, IR or corporate contact information
- Online Media Kit advisory distribution via Business Wire and EON to
- Newsrooms, journalists, trade media, industry analysts, search engines, online
- News sites, mobile apps and more