



## *Online Press Kit Services*

We are pleased to announce that *Virtual Press Office (VPO)* is the official and exclusive on-line press kit and news release distribution services for REAL WORLD LINUX 2004. Show media and related audiences will have instant online access to breaking exhibitor news releases and press kits from the REAL WORLD LINUX 2004 web site. We strongly recommend that all exhibitors take advantage of these services for maximum media exposure.

Virtual Press Office centralizes exhibitor press kits online to insure easy access by the media. The VPO service will provide a post-show media usage report identifying which members of the media have reviewed your press materials. On average, news posted to the online press center site receive five times more media leads than hard copy press materials. Finally, printing fewer hardcopy press kits saves you time, money and frees up valuable resources (corporate and environmental).

- Upload up to 6 documents of any length (press releases, backgrounders, white papers, photos)
- Post show media usage report identifying members of the press who reviewed your information
- Proactive distribution to pre-registered and industry media
- PR contact listing on your virtual press kit with links to your homepage
- Archival of press kit on the Frontline site for one year

\_\_\_ *VPO Press Kit Package 6 documents - Fee: \$650 (Canadian)*

\_\_\_ *VPO Press Kit Package 15 documents - Fee \$1200 (Canadian)*

**FAX ORDER TO +1 (973) 783-1187**

<b><u>Company information</u></b>	<b><u>Billing information</u></b>
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**If you have any questions please contact us on +1 (973) 783 7787**