



VFAIRS

CO-BRANDED NEWS RELEASES



WHY DO A NEWS RELEASE WITH VFAIRS?

Co-branded news releases are a great way for us to publicly align before, during, or following events. A few benefits include:



Promote your virtual event to large audiences

**The vFairs website sees over 230k visits per month, on average and 40K+ followers on social media.*



Drive registrations

**Prominent calls-to-action will be included to help drive traffic to your landing page.*



Increase brand awareness

**Leverage the large global audience vFairs reaches, across industries.*



Build your brand image and enhance its reputation

**Share your innovative event solution with the world.*

TYPES OF CO-BRANDED NEWS RELEASE OPTIONS

Deal Announcements

Promote partnership with vFairs

Pre-Event Release

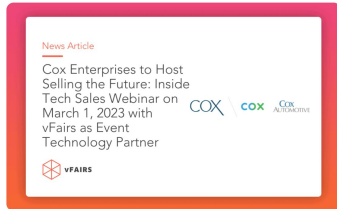
Create hype and drive registrations

Post-Event Release

Create brand awareness & establish thought leadership

All our news releases will be co-branded, and will include vFairs in the headline.

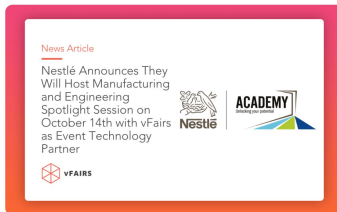
EXAMPLES OF PAST CO-BRANDED NEWS RELEASES



- Cox Enterprises to Host Selling the Future: Inside Tech Sales Webinar on March 1, 2023 with vFairs as Event Technology Partner



- AT&T will Host Virtual Event with vFairs for Networking & Business Development



- Nestlé Announces They Will Host Manufacturing and Engineering Spotlight Session on October 14th with vFairs as Event Technology Partner

PROCESS

- Confirm with your Project Manager that you would be interested in conducting a co-branded news release with vFairs.
- Your Project Manager will send you a questionnaire to fill in regarding your press release goals and event details. Fill it in and inform the vFairs team once it's ready.
- The vFairs team will write a news release draft, which they will then share with you for review.
- The client can suggest changes on the draft (ideally up to 2 iterations).
- Once approved, the vFairs marketing team will schedule the news release to be published on the vFairs [News Resources](#) page.
- The vFairs marketing team will also share the release on their social media channels to an audience of over 40k.
- vFairs will share the news release link with you to allow you to share with their networks.

READY TO GET STARTED?

Contact marketing@vfairs.com
to get started on your co-branded news release!