



CustomNEWS Offers Digital Publishing Solutions for Virtual, Hybrid, Canceled and Upcoming Meetings

Has your live event moved to a virtual platform, or been canceled or postponed due to COVID-19? Are you developing contingencies in hopes that your late summer or fall event can move forward, but know things may be different? CustomNEWS' digital publishing offerings will showcase content and generate non-dues revenue, while connecting exhibitors and attendees.

VIRTUAL MEETINGS

- Create a daily digital publication to serve as your virtual conference's program book.
- Promote daily educational offerings.
- Highlight the virtual exhibit hall.
- Connect exhibitors with their target audience - your members and attendees.
- Cost-effective advertising opportunities will appeal to exhibitors.

CANCELED MEETINGS

- Showcase content that was to be shared - we'll interview speakers.
- Did your conference have tracks? We'll create a publication series to spotlight each topic.
- Exhibitors don't want to miss out on reaching their target audience.
- Keep your organization top-of-mind: remind readers about future events.

FALL 2020 OR POSTPONED MEETINGS

- Distribute multiple versions of a digital preview issue to keep attendees updated on planning efforts, what to expect, etc., as they look forward to your upcoming event.
- Replace your program book with a daily convention newspaper: less staff time required; overnight printing allows for daily updates; incorporate the exhibitor directory.
- Thank exhibitors and sponsors through a print and digital show daily.
- Shares content via multiple channels to reach those unable to attend.

HYBRID MEETINGS

- Create a digital-only daily publication for the virtual component of your conference.
- Offers a platform for exhibitors to connect with virtual attendees.

SPONSORED E-BLASTS

- CustomNEWS will sell and distribute sponsored e-blasts: connect exhibitors with their target audience, without impacting your organization's distribution lists.

PRICING: Pricing of CustomNEWS' services is dependent on a number of factors, including the number of issues, services and staff provided, the number of recipients of emails, etc.

CONTACT: Jenn Waters, Asst. Publisher & Digital Media Manager, 240/401-6779; jwaters@showdailies.com

[Click here to view our COVID-19 resources webpage.](#)