



INTERNATIONAL  
**Biorefining**  
CONFERENCE & TRADE SHOW  
a Biorefining Magazine event

## Sponsors & Exhibitors: Take Your News to a New Level

**Marketwire, the official wire service for the International Biorefining Conference & Trade Show, is pleased to offer an exclusive news package for conference sponsors and exhibitors.**

Get the most out of your conference sponsorship by taking advantage of a special offer from Marketwire, a leading global news distributor and full-service partner to conference sponsors and exhibitors seeking premier news distribution, media management, multimedia, and monitoring solutions.

Select from any of the U.S. newslines (see [www.Marketwire.com](http://www.Marketwire.com) for a complete list) and add free enhancements to give your news greater visibility.

### **Receive 15% off Press Release Distribution on Any US Newsline**

**\*Excludes CSRwire Plus**

Reach key local, regional and/or national print, radio and broadcast media with your message. Everyone from your local community newspaper to the *New York Times*, *USA Today* and *The Wall Street Journal*, as well as *Associated Press*, *Dow Jones*, *Bloomberg*, *Reuters*, *Yahoo!* and *MSNBC* are included in many of our powerful distribution circuits.

—AND—

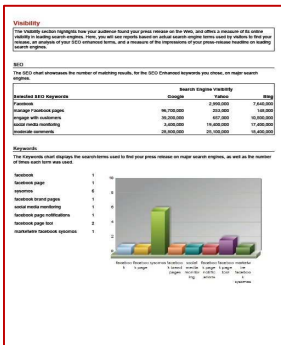
### **Receive 50%-60% off the Following Enhancements:**

- **\$25 Search Engine Optimization**  
Drive traffic to your website by adding SEO Enhancement. It maximizes your visibility by improving your press release rankings on search engines. You can use "Live Links" to redirect search words to any URL you choose and help train search engines to associate your keywords with your corporate website.
- **\$50 Embedded Video**  
Give your press release multimedia power by simply providing us with your video. We'll do the work of making sure that when someone view your press release, your video will be featured, not as a link, but as streaming video embedded within your press release on Marketwire.com.
- **\$50 Basic Photo**  
A thumbnail of your photo is embedded and displayed within your press release on the Marketwire's website, and popular websites such as *Yahoo!* and *Google News*.

Please use Promo code "**BBIIBC2011**" to receive your discount during submission at [www.marketwire.com](http://www.marketwire.com).



## Select one of our conference news package distribution options and add these additional services



### Search Engine Optimization (SEO) – for greater visibility

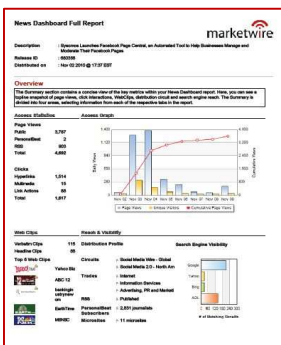
- Attach searchable keywords to every press release
- Easily create interactive and directable links between your website and high-visibility sites
- Embed “live links” into your releases and direct readers to your website
- Access SEO reports and find search terms people use to find you



### Social Media Tags – to engage your audience

- Tag important social media sites in your press release including Digg, del.icio.us, Newsvine and Technorati
- Get your news talked about in online conversations
- It's an easy part of the Marketwire submission process – and it's important!

Digg this Bookmark with del.icio.us Add to Newsvine



### Media Monitoring and Reporting – to track your online news

- Marketwire's comprehensive News Dashboard reports can be accessed via your online account or emailed directly to you
- Clips are presented to you in a user-friendly format that allows you to sort, manage and email reports
- Every clip includes a URL linking directly to the website where your news is located

**We're proud to partner with International Biorefining Conference & Trade Show and its valued sponsors and exhibitors.**

For more information contact Ro Sandoval, Trade Show Manager at [rsandoval@marketwire.com](mailto:rsandoval@marketwire.com) or call 312-261-4216.

