

ShowStoppers to provide viral content to exhibitors at Macworld event

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ShowStoppers today announced it is partnering with Inside Media Networks (IMN) to produce custom audio or video segments for each exhibiting company that introduces or sneak previews new products during ShowStoppers @ Macworld, the press-only event set for Jan. 5, 2009 in San Francisco. IMN will record 7-to-10-minute audio interviews during ShowStoppers @ Macworld, and deliver the content for use on exhibitor websites, emails, newsletters or viral/social sites.

Austin, TX, and Carson City, NV - ShowStoppers(R) today announced it is partnering with Inside Media Networks (IMN) to produce custom audio or video segments for each exhibiting company that introduces or sneak previews new products during ShowStoppers @ Macworld, the press-only event set for Jan. 5, 2009 in San Francisco.

The segments will feature interviews or quick tips anchored by Scott Sheppard, chief executive officer of Inside Media Networks and host of popular broadcast technology talk shows, including "Inside Mac Radio & TV" and "Inside Digital Photo Radio & TV."

IMN will record 7-to-10-minute audio interviews during ShowStoppers @ Macworld, and deliver the content for use on exhibitor websites, emails, newsletters or viral/social sites. Exhibitors may also opt to record video packages on-site.

"We're thrilled to create content that helps companies generate great exposure long after the event is over," said Sheppard. "This definitely adds great value for participants at ShowStoppers events."

About Inside Media Networks (IMN)

IMN creates targeted talk programming for technology, digital imaging, creative, B2B, and consumer markets. IMN's team of communication professionals successfully built desirable niche audiences by leveraging Web 2.0 online content-distribution tools, podcasts, blogs and social networks. IMN also provides custom services to clients wishing to establish their own content or expand their online social & brand efforts.

About ShowStoppers

Now in its 16th year, ShowStoppers is the global leader in producing press-only events that organize company launches, product introductions, sneak previews and hands-on product demos for reporters, editors, columnists, bloggers and analysts who cover business, consumer, lifestyle and digital products for work, home and play. Industry leaders, innovators, startups and upstart companies exhibit during the year at ShowStoppers events to help generate news coverage and product reviews, make new connections, promote brand, and open new markets.

After ShowStoppers @ Macworld, the next ShowStoppers events are ShowStoppers @ CES, 8 Jan.

2009, in Las Vegas; ShowStoppers @ Mobile World Congress, 15 Feb. 2009, in Barcelona, Spain; and ShowStoppers @ CTIA Wireless, 1 Apr. 2009, in Las Vegas. ShowStoppers also produces in Berlin, Germany, the official press event of IFA, one of the largest consumer-electronics trade fairs in the world. To exhibit at ShowStoppers events, contact Dave Leon, sales director, 845-638-3527.

ShowStoppers:
<http://www.showstoppers.com>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Inside Media Networks:
<http://www.insidemedianetworks.com>

Scott Sheppard interview of Dave Leon from ShowStoppers:
<http://media.libsyn.com/media/insidemacradio/imr081205.mp3>

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