

# CISION®



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“ We have found VPO to be a valuable and integral element of trade show communications for our clients. It has a dynamic platform to effectively create brand awareness, communicate show announcements, and provide editors with a convenient tool to gather news. It addresses the key market trends and creates a venue to ensure show news can be used to drive booth traffic and, as importantly, keeps editors – whether they are attending the show or not – informed so our clients receive maximum editorial coverage. ”

– Patrick Brightman  
President, 3E Public Relations

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