

**FOR IMMEDIATE RELEASE**



## **eComXpo Chooses Revenue Magazine As First Reseller For Online Ecommerce Marketing Tradeshow**

*Nation's Largest eCommerce Marketing Tradeshow Forms Alliance With Leading  
Publication Dedicated To Performance Marketing for eComXpo, October 9-11, 2007*

CHICAGO, IL--(June 28, 2007) - eComXpo, the largest virtual tradeshow for eCommerce marketers creates a major new partnership with Revenue magazine, the leading publication devoted to profit-making Web strategies published by Montgomery Media International (MMI). This is the first time that eComXpo has granted distribution rights for selling booths at their online show.

John Grosshandler, Founder and Event Director of eComXpo, is thrilled to be partnering with Revenue Magazine. "Their tremendous reach and respect within this community will further increase our exhibitor and attendee growth at our upcoming shows", says Grosshandler. "Revenue Magazine was eComXpo's very first Media Partner when we launched in February of 2005. Now, they'll be our very first reseller of exhibitor booths at our 100% online, virtual event."

For Revenue magazine, this represents the beginning of a long-term strategy to offer new opportunities to their audience and develop new content delivery platforms. Revenue is the premium knowledge resource for the performance marketing community. The alliance with eComXpo will not only provide interactive marketers with new ways to access information, but it will also give advertisers and exhibitors an increasing variety of solutions for their marketing needs.

"Our commitment to the performance marketing community grows stronger all the time," says Chris Trayhorn, CEO of MMI. "These are the people that are at the cutting edge, creating new Internet business models and marketing methods every day. Our partnership with eComXpo will allow us to develop ongoing conversations with them, to identify their needs and to serve them information whenever and wherever they want it."

The next eComXpo takes place online October 9-11, 2007. For free attendee registration and additional information, visit [www.eComXpo.com](http://www.eComXpo.com).

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### **About Revenue**

Revenue magazine is a bimonthly magazine focusing on all aspects of the online marketing experience, including key business strategies, innovative marketing methods, effective online advertising techniques and emerging trends in technology. It offers unrivaled coverage of online marketing techniques, search technologies, fraud prevention, interactive advertising, branding and marketing. It is the only hard-copy magazine covering these issues for corporate marketers, affiliates, merchants, agencies and networks. Revenue and its companion website ([www.RevenueToday.com](http://www.RevenueToday.com)) are published by Montgomery Media International (MMI), a division of Montgomery Research, Inc. To get your free subscription to Revenue go to: <http://www.revenuetoday.com/free>

### **About eComXpo**

eComXpo is the first virtual, online tradeshow and conference for eCommerce marketers. Hundreds of exhibitors, sponsors, and presenters gather semi-annually with over 8,000 attendees (making it the largest eCommerce tradeshow in the world), at this 100% online and virtual show. eComXpo provides all the benefits of a top tradeshow without the cost, travel or hassle normally associated with traditional events. Free attendee registration and additional information is available at <http://www.eComXpo.com>. eComXpo is produced by InXpo (<http://www.inxpo.com>), which also powers online events and virtual communities in other markets.