

## **eComXpo Named WebAward Sponsor By The Web Marketing Association**

**(February 28, 2006)** – eComXpo, the virtual tradeshow for search, affiliate and interactive marketers, has been named a 2006 sponsor of the Web Marketing Association's 10th annual WebAward Competition. The WebAwards is the standards-defining competition that sets industry benchmarks based on the seven criteria of a successful Web site. It recognizes the individual and team achievements of Web professionals who create and maintain outstanding corporate Web sites. The 2006 WebAward Call for Entries will begin April 2, 2006 at [www.webaward.org](http://www.webaward.org).

"We are pleased to have eComXpo helping us to promote the WebAward Competition again this year," said William Rice, President of the Web Marketing Association. "Trade shows are an important part of our marketing efforts and we are excited to participate in an event that is much like our own program – 100% virtual and online".

"Helping support the online marketing community is an important part of eComXpo's philosophy," said John Grosshandler, Founder and Event Director of eComXpo. "Marketing professionals come together at eComXpo to learn how to excel as professionals. Winning a WebAward not only provides valuable feedback from expert judges, but also gives companies a valuable marketing tool and shows company management that their Internet investments are on the right track. We are pleased to support the efforts of the Web Marketing Association and the WebAward program."

More than 2,300 sites from 33 countries were adjudicated in 93 industry categories during last year's competition. Entries are judged on design, copy writing, innovation, content, interactivity, navigation, and use of technology. The competition is judged by a team of independent Internet professionals representing a variety of relevant disciplines of Web site development. Judges included members of the media, advertising executives, site designers, creative directors, corporate marketing executives, content providers and webmasters.

The 2006 WebAward Competition current sponsors include BURST! Media, SimpleFeed, Register.com, NewsUSA, AdTools Inc., Small Army, Perseus Development Corp and PRWeb. Media Sponsors include JupiterWeb, Website Services Magazine, AdRants, MarketingVox, MediaPost, eComXpo, and Macworld.

The Web Marketing Association thanks all of its sponsors for helping to make this annual competition possible.

### **About the Web Marketing Association**

The 10<sup>th</sup> annual international WebAwards competition sets the standard of excellence in 97 industry categories by evaluating Web sites and defining benchmarks based on the seven essential criteria of successful Web site development. The goal of the Web Marketing Association, sponsor of the WebAwards, is to provide a forum to recognize the people and organizations responsible for developing some of the most effective Web sites on the Internet today. Entrants benefit from a Web site assessment by a professional

judging panel and the marketing opportunities presented to an award-winning Web site. For more information, visit [www.webaward.org](http://www.webaward.org).

**About eComXpo**

eComXpo is the first virtual, online trade show and conference for eCommerce marketers. Its third show is April 4-6, 2006. Free Registration and information are available at <http://www.ecomxpo.com>. Over 175 exhibitors, sponsors, and presenters will be gathering with over 7,000 attendees, completely online. eComXpo provides all the benefits of a top tradeshow without the cost, travel or hassle normally associated with traditional events.

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