

eComXpo, The World's Largest Tradeshow for eCommerce Marketers
eComXpo's second virtual tradeshow occurred October 6th-8th featuring over 5,200 registrants

Chicago, IL (Oct. 21, 2005) Earlier this month, eComXpo opened its virtual doors to over 5,200 members of the affiliate, search and interactive marketing community. Attendees were greeted by two unique tradeshow floors, a lounge, an educational center and a prize center – all while drinking coffee from behind their computers in the comfort of their home or office. Between the two show floors, one for Affiliate Marketing, the other for Search/Interactive Marketing, attendees had over 150 exhibitor booths to choose from including Google, Yahoo! Search Marketing, Commission Junction, LinkShare and Performics. A trip to the Education Center yielded more than 140 presentations from industry leaders such as Seth Godin, Andy Beal, Declan Dunn, John Battelle and Dana Todd.

eComXpo's second virtual event ran for three consecutive days allowing attendees, exhibitors and presenters to network, learn more about the industry and win prizes all from their own home or office. Instead of walking and talking for hours or scanning hundreds of name badges exhibitors and attendees were able to use convenient search options and profile tools to make decisions quickly and concisely. "Imagine being able to highlight quickly everyone at a traditional exhibition that you wanted to deal with and drop them a note about yourself or your business objectives or start a chat with them. The professional layout of eComXpo enabled me to talk with 10 times as many prospective leads in half the time," commented Malcolm Cowley, an exhibitor from affiliate network, buy.at.

The virtual event featured over 100 new educational presentations as well as 40+ presentations from the first eComXpo in February 2005. Presenters were available during the first run of their presentation to answer questions and receive feedback and then their presentations went into "on demand" viewing – this allowed them to be viewed any time during the show as many times as an attendee wished. "The caliber of people and the quality of the presentations was stunning," noted Rich Parker of Verisearch. Now, given the flexibility of the online medium, presentations are available to attendees to view for the next 90 days with the eComXpo Post-Show Presentation Archive Pass.

eComXpo is looking forward to a bigger and better event April 4-6, 2006 when they will once again host their online eCommerce trade show. "eComXpo was hands down the single most valuable eCommerce experience I have taken part in. The information I learned in an educational capacity, the networking relationships I was able to develop and the information I discovered pertaining to lead generation have already accounted for several positive changes, results and enhancements...I highly recommend the next eComXpo to beginners and experts alike," said Joseph Gladstone, CEO of ISYIS, Inc.

People can still take part in eComXpo October '05 with the 90-Day Post-Show Presentation Archive Pass; this pass allows access to the 140+ education sessions featured at the most recent eComXpo. Additionally, booking for the April 2006 event has begun for both exhibitors and speakers. To learn more about how you or your company can reap the benefits of this online event please visit our website at <http://www.ecomxpo.com> or call eComXpo Event Director John Grosshandler at 847-295-6100.

About eComXpo

eComXpo is world's largest virtual, online trade show and conference for eCommerce marketers. If you would like to be a part of the April 2006 event as an exhibitor please contact us soon as eComXpo April '06 is already 60% booked. Information about exhibiting, speaking and attending is available via the website, <http://www.eComXpo.com>.

For more information contact John Grosshandler at john@ecomxpo.com or 1-847-295-6100.

###