



SETH GODIN NAMED KEYNOTE SPEAKER FOR eComXpo

The Premier Virtual Tradeshow for Affiliate, Search Engine and Interactive Marketers

OCTOBER 6th-8th 2005

September 13, 2005. (Chicago, IL) -- **Seth Godin**, author, blogger and marketing guru will be one of eComXpo's keynote speakers at the October 6-8, 2005 virtual tradeshow for eCommerce marketers, networks, etailers, agencies and advertisers. Godin of squidoo.com, author of six books, several e-books, blogger and entrepreneur was named one of the **21 Speakers for the Next Century** by *Successful Meetings Magazine*. eComXpo attendees will have a front row seat to a dynamic, informative and inspiring presentation from one of the industry's most respected luminaries.

Godin has spoken all over the world for companies large and small including Disney, Wal-Mart, General Motors, ClickZ, Internet World, Direct Marketing Association and DoubleClick. "Godin is endlessly curious, opinionated and knowledgeable on a wide variety of subjects. He is a relentless marketer...and also a clear-eyed visionary with strong and sensible ideas on how the new economy can, should and will function." raves the Miami Herald.

At www.sethgodin.com, you're invited to "click Seth's head" to read his blog and for anyone who's ever been to the website or seen the cover of one of Godin's books, you know it's a fairly famous noggin. This October, eComXpo attendees will be able to get inside Seth Godin's head just by logging into his keynote presentation "**Who's There? Understanding How Blogs And Web 2.0 Changes Your Business Forever**". Drawing from his extensive background in eCommerce and as a successful entrepreneur this presentation is sure to assist even the smallest business in increasing revenues.

Currently, Godin's new book, "**All Marketers Are Liars**," is flying off bookshelves. Already named to Amazon's Top 100, it has inspired its own blog. Godin's other books; "*Unleashing the Ideavirus*," which went to number five on the Amazon bestseller list, and "*The Purple Cow*," a *New York Times* and *Wall Street Journal* bestseller, have won high praise from readers and critics, alike.

Godin related, "I love doing presentations, but there's only so much of me to go around. As a presenter I too get to enjoy the benefits of a virtual, online conference. I don't have to travel, wait in line, or be away from my family."

The beauty of eComXpo is that anyone who's ever wanted to attend a tradeshow but couldn't because of time or budget constraints can attend eComXpo from the comfort of their own home or office PC. Attendees enter either the affiliate or search engine marketing exhibit halls and visit, interact and gather prizes from big-name exhibitor booths including **Yahoo! Search Marketing, Google, Advertising.com, iProspect, Revenue Magazine, Looksmart, Atlas OnePoint** and over 100 other exhibitors. Educational tracks, sessions and panels will be offered from over 100 top-industry icons 24/7 throughout the show and up to 90 days afterwards, including Seth Godin's keynote address. eComXpo provides all the benefits and excitement of a traditional tradeshow without the hassle of travel and without the headache of high costs.

"Seth Godin is a remarkable speaker and supremely busy," noted John Grosshandler, eComXpo's Event Director. "We couldn't be more pleased that he chose eComXpo to bring his interactive, live presentation to marketers across the globe. We're excited to be able to bring him to our attendees for \$19.95, less than the cost of parking at a traditional trade event."

To learn more about eComXpo's speakers, including Seth Godin, exhibitors and to register to attend please visit www.ecomxpo.com. Members of the press may register at <http://www.ecomxpo.com/PressInquiry.htm>.

About eComXpo

eComXpo is the first virtual, online tradeshow and conference for eCommerce marketers. Its second show is October 6-8, 2005. Registration and information are available at <http://www.eComXpo.com>. Over 200 exhibitors, sponsors, and presenters will be gathering with over 3,000 attendees, completely online. eComXpo eliminates the hassle and expense of traditional trade show exhibiting and attendance.

###