

**THE EARLY BIRD CATCHES THE "SCHWAG" AT eComXpo  
OCTOBER 6-8, 2005**

*500 Real People at a Virtual Tradeshow Get Real Gifts*

August 18, 2005. (Bannockburn, IL) Certain things are worth being first in line for - rides at an amusement park, free food, getting out of work for the weekend – but being first to register to attend eComXpo is the "in" event of the moment. eComXpo, the virtual, online trade show for eCommerce marketers, has opened registration for its October 6-8, 2005 event. While there's room for everyone at this event, only the first 500 paid U.S. attendees receive a large gift box teeming with items from eComXpo's sponsors and exhibitors. The show is virtual, the great "schwag" is free and real, thanks to over 100 sponsors and exhibitors that include Google, Yahoo!, Performics, Linkshare, and Commission Junction. All that's missing are the plane rides and sore feet.

eComXpo features all the benefits of a top tradeshow without the hassle or expense. eCommerce marketers, representing the search, affiliate, and interactive marketing professions from all over the world are able to use their home or office computers to visit booths, converse with vendor and merchant reps as well as new and old friends, and participate in presentations 24 hours a day.

Roger Blachek of Fatwallet, noted after February's event, "Like many other participants, I was unsure how well such a large challenge could be experienced via my 19 inch LCD window to the world... I did not miss the travel, expense, and general hassle connected to the usual industry conference... The most valuable affiliate relationships are those based upon communication, and eComXpo is a tool that should not be underestimated."

For three jam-packed days, attendees can participate in over 75 educational presentations from such industry luminaries as Declan Dunn, John Batelle, Catherine Seda, Fredrick Marckini, Shawn Collins, Bruce Clay, Dana Todd, and James Martell. Topics this fall focus on interactive marketing, search marketing and optimization, and affiliate marketing. Sessions feature in-depth discussion of strategies AND tactics for both the neophyte and the old hand. Panels with thought leaders focusing on today's issues surrounding cookies and marketing to teens are on the agenda. When not interacting with hundreds or thousands of their peers, attendees can hang in the lounge, visit one of the more than 100 exhibits, earn valuable points towards great prizes, or attend a presentation.

Early bird pricing runs through September 22, 2005. To register or get more information visit [www.ecomxpo.com](http://www.ecomxpo.com).

**About eComXpo**

eComXpo is the first virtual, online trade show 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 trade show exhibiting and attendance.

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