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April 5, 2007

For Immediate Release

Steve Epner To Present Education Session at Virtual Tech Fair April 25 ...

10 Ways To Get The Most From A Virtual Tech Fair

By Steve Epner, CSP

1. Plan your time to visit the show as if you were going to be out of town. Close the door, put the phone on “do not disturb,” and mark your calendar as busy.
2. Identify the most important vendors for you to visit. It may be worthwhile to start with a bit of research at www.software4distributors.com.
3. Be prepared. Have note paper available with each vendor’s name listed on top of a sheet or a pad. Use these to take note and make sure you remember all of the questions you want to ask.
4. Start early. All of the vendors will have real live staff to take questions and discuss specific needs. They will get busy. Make sure you get to the most important for you as early as possible.
5. Check out some of the other booths. You never know what interesting information you might pick up that may make a big difference in your success.
6. Review the education line up. Most of the programs are available on demand. That means you can invite in other members of your staff to listen with you. Most of the non keynote programs are only 15 to 20 minutes. Consider using this as a “lunch and learn” opportunity.
7. Schedule time for the keynotes if you are interested. Check out some of the exciting presenters at <http://www.virtualtechfair.com/education-center/default.html>.
8. Invite others to spend some time with the vendors. Since there is no travel time or expense, let more of your business and technical staffs participate.
9. Do not be afraid to go back. Hear something that generates a new question? Go back to the booth and ask it. The vendors are there to answer your questions – and there can never be too many.

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10. Sign up for the show prizes – who knows, you may win in more ways than one.

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About Steve Epner

Steve Epner has been directing traffic on the information super highway since 1966. A highly regarded industry expert, Epner is widely published and has provided comment for national business publications including the *Wall Street Journal*. His experience in business, technology and strategic planning makes him a nationally renowned technical speaker. Epner can be reached at sepner@bswllc.com

About Brown Smith Wallace Consulting Group

St. Louis based Brown Smith Wallace Consulting Group, founded in 1976, is an independent, full-service technology consulting firm. For more information visit www.virtualtechfair.com or call (314) 983-1200.

SIDEBAR

Steve Epner will present an education session at the **Spring Virtual Tech Fair™ April 25**. For more information visit www.virtualtechfair.com.

About the Spring Virtual Tech Fair

For two days only, April 25 and 26, attendees can meet with leading technology companies and industry experts from the comfort of their office -- live, online, interactive and 100 percent free – at the Distribution Virtual Tech Fair.

The complimentary, interactive event takes the most successful elements of a live trade show and translates them into the virtual world of the Internet. Attendees enjoy product demos, event networking, show prizes and educational presentations from industry leaders.

To Register:

Register online at www.virtualtechfair.com

Take A Virtual Tour:

Click here for a virtual tour <http://www.virtualtechfair.com/virtualtour.html>

Exhibitors and Event Sponsors:

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