

For More Information Contact:

Danielle Oser, APR
314.983.1266
doser@bswllc.com

Jeff Gusdorf, CPA
314.983.1208
jgusdorf@bswllc.com

Sara Nelson
314.983.1393
snelson@bswllc.com

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For Immediate Release

Get Technology Answers At The Distribution Virtual Tech Fair April 25 & 26

Online event makes it easy to research software and technology solutions

ST. LOUIS (April 20, 2007) – The Brown Smith Wallace Consulting Group will present the industry's second virtual trade show "[Take Control Of Your Technology Roadmap](#)" April 25-26. "Doors open" online at 8 a.m. EST each day. For more information and to register for the fair visit www.virtualtechfair.com. The group hosted the inaugural tech fair in September 2006, which generated more than 9,000 booth visits for the original 24 exhibitors.

The Distribution Virtual Tech Fair™ takes the most successful elements of a live trade show and translates them into the virtual world of the Internet—all at no cost to the attendee and from the comfort of their own office or home.

"Brown Smith Wallace Consulting Group is a leader in technology consulting and continues to develop innovative solutions to reach every sector of the wholesale distribution community," said Jeff Gusdorf, principal Brown Smith Wallace Consulting Group. "This show is a unique and interactive opportunity for companies and industry experts to gain valuable insight so they can make educated decisions on where to invest their valued IT dollars."

April 25 the fair will feature a keynote presentation from international speaker, writer and consultant **Peter de Jager** who will introduce a rational approach for implementing change in distribution environments.

Global segment leader **Neil Gholson** will present ways to drive shareholder value in wholesale and distribution on April 26.

In addition, participants also will hear from consultants, IT managers, application experts and vendors during workshops designed to provide proactive, industry-leading solutions that will enable attendees to take control of their technology roadmap.

Among the other speakers at the event will be:

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- **Jon Schreibfeder**, President, Effective Inventory Management, Inc., presenting “What is Effective Inventory Management.”
- **Terry Brock**, marketing coach/professional speaker, presenting “It’s Not about E-Commerce (the electronics); It’s about R-Commerce (The Relationships).”
- **Steve Epner**, Founder, Brown Smith Wallace Consulting Group, presenting “Is a Virtual Trade Fair In Your Future.”

For a complete list of education sessions visit <http://www.virtualtechfair.com/education-center/default.html>.

The show also features a software floor and partner solutions floor to showcase distribution industry software and technology providers in addition to select trade associations, industry publications and technology partners. In addition, participants will enjoy product demos, show prizes and networking.

Event sponsors and exhibitors include: Accellos, Inc., Activant Solutions, BMA Software, BSW Consulting, de Jager & Company Ltd., Demand Management Inc., Brown Smith Wallace Distribution Software Guide, eDriven Solutions, Effective Inventory Management, Emergys Corp, Epicor Software Corporation, Gillani, Inc., IDEA, Industrial Distribution, Infor Global Solutions, International Business Systems (IBS), Intuit Eclipse, InXpo, LLC, Microsoft Corporation, Mincron Software Systems, Modern Distribution Management (MDM), MRH Technology Group, Progressive Distributor, RouteView Technologies, Sage Software, SAP America, Inc., Scanco, Taylor Market Media Group, TCLogic, Inc.

St. Louis based Brown Smith Wallace Consulting Group is a leader in the strategic use of technology to create competitive advantage. For more information visit www.virtualtechfair.com

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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.software4distributors.com or call 888.279.2792.

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