

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

Distribution Virtual Tech Fair, Hosted by the Brown Smith Wallace Consulting Group

Does your technology system have trouble keeping up with your business? Knowing where you were yesterday does not help with the speed of business today. You need business intelligence about your operations, suppliers and customers at your finger tips. No matter how many work-arounds you develop or how many repairs to your system you make, your competitors are already passing you by. So in essence you are working for your system instead of your system working for you. Having the right system in place, allows you to spend more of your time making great decisions.

While you may have a hunch that you are spending more than you should to support customer's questions and compete for their business, it may be hard to say at what point the cost of maintenance and upgrades would exceed the cost of a new system. How do you compare budgeted maintenance costs against the unknown costs of a new development? Fortunately, there is an industry-full of expertise that works through the fix-or-buy issue.

You have committed to moving forward and selecting a new system. So, which system should you choose? And how will you decide? Have you ever started searching for a product but did not know where to begin or who to contact? The Distribution Virtual Tech Fair can ease your pain by making it easy to research software and technology solutions online. This event gathers the industry leaders, the up-and-comers, the niche players in one place to answer your questions. Get access to the experts, virtually, and find out how others in your shoes have quantified the risks and benefits of migrating to a new system.

For two days only, April 30 and May 1, 2008 from 8:00 am to 6:00 pm Central Standard Time, attendees can meet with leading technology companies and industry experts from the comfort of their office -- live, online, interactive and 100 percent free. This complimentary, event takes the most successful elements of a live trade show and translates them into the virtual world of the Internet. Attendees can enjoy booths filled with Brochures, Fact Sheets, Literature, Whitepapers, On-Demand Presentations, Podcasts and Product Demos. Attendees can select content of interest, view it immediately or upload to their virtual briefcase so they can view it at their convenience.

Communicating and networking at the show is easy. Exhibitors and attendees can email, chat through IM, blog and exchange vCards which can be downloaded directly into Outlook. You can also start a discussion with others in the Show's Lounge.

During the show, attendees can earn points for great prizes just by participating. The Virtual Auditorium includes educational presentations designed to provide proactive, industry-leading solutions and advice from industry consultants, IT managers, application experts and vendors.

To Register:

Register online at www.virtualtechfair.com

Learn More By Taking A Virtual Tour:

Click here to begin <http://www.virtualtechfair.com/virtualltour.html>

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About Brown Smith Wallace Consulting Group:

St. Louis based Brown Smith Wallace Consulting Group, founded in 1976, provides independent research about software and other technology products to the wholesale distribution/supply chain and manufacturing marketplace. We publish our content via print and on the web. For more information on how we can assist you in your software selection project, visit www.software4distributors.com or call 888.279.2792.

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