



Where the Electronics Industry Connects

FOR REVIEW, EDS033

March 23, 2009

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Panels focus on economic challenges, offer proactive solutions...

EDS 2009 PANELS OFFER PRACTICAL SOLUTIONS FOR GROWING BUSINESS

CHICAGO (March 23, 2009) — EDS 2009, which will take place May 12 – 14 at the Paris/Bally's Hotel complex in Las Vegas, will feature panel discussions designed to provide proactive solutions to help accelerate business efforts during trying economic times.

Tuesday, May 12, will kick off with a return of the popular eXtreme Networking event. Attendees will participate in a high-speed, high-powered, high-efficiency 60 minutes where they will meet dozens of new people who fit their relevance profile. Immediately following is the EDS keynote presentation, delivered by noted economist Stephen M. Miller, Ph.D., who will discuss macroeconomic issues and the recession, financial crises and solutions, and share his outlook for the future. Dr. Miller is a tenured professor of economics and department chair of the College of Business at the University of Nevada, Las Vegas, with more than thirty years of professional experience.

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On Wednesday, May 13, four solution-oriented panels are scheduled:

- “How to Reach the Canadian Market,” will be moderated by Stephen Law, editor-in-chief of *EP&T*. The panel will focus on the proper and most effective ways for component manufacturers to market and sell to Canadian OEMs. Participants include Ross Weiss, president of Weiss Company, and Peter Campbell, marketing manager of Electro Sonic.
- “Alternative Ways to Generate Sales Leads” will be moderated by George Bournazian, vice president, account services, BtB Marketing Communications. Panelists including Jeff Curie, vice president of marketing at SupplyFrame, Steve Cholas, group publisher of Hearst Electronics Group, and Joshus Israelsohn of JAS Technical Media will discuss non-traditional ways to generate and measure sales leads.
- “What Companies Are/Should Be Doing to Market in a Down Economy from an Agency Perspective” will be moderated by Steve Cholas. Attendees will learn what companies are doing right as well as what they should be doing to compete and capture market share right now. Topics will include strategies being employed, the various methods of communication, and both the broad-based and targeted messages being used by such companies. Panelists include George Bournazian of BtB Marketing, Steven Roberts, partner/business development of New Angle Media, and Matthew Naraghi, president and COO of WelComm, Inc.
- “What New Marketing Options are Available from Traditional Media?” will be moderated by George Bournazian. The panel will educate component-manufacturing companies and distributors about the new marketing opportunities available to them through traditional media. Participants include Steve Cholas; Roger Heritage, Publisher of *Canadian Electronics*; Paul Miller, CEO, TechInsights and Nick Pinto, group publisher of *ECN* and *Wireless Design & Development*.

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In addition to the EDS sponsored programs, the National Electronic Distributors Association (NEDA) will sponsor two seminars on Monday, May 11. In the first seminar, Kirby Strickland, a marketing and media consultant with Phase Two, will discuss the importance of, and present strategies for, maximizing marketing investments when budgets are tight. Strickland will share specific, inexpensive ways to remain actively connected with current customers, as well as tips on how to control marketing expenses while increasing market share at a time when many competitors are cutting back.

The second NEDA seminar is a discussion of how current economic conditions are affecting the electronics industry, which will be presented by Bill Strauss, senior economist and economic advisor of the research department at the Federal Reserve Bank of Chicago. Strauss is responsible for analyzing the performance of both the Midwest economy and the manufacturing sector for use in developing the Fed's monetary policy, as well as for producing the monthly Chicago Fed Midwest Manufacturing Index.

Monday, May 11

3:00 p.m. to 4:00 p.m. NEDA Seminar Paris Hotel, Vendome C

- Kirby Strickland, Phase Two

4:00 p.m. to 5:00 p.m. NEDA Seminar Paris Hotel, Vendome C

- Bill Strauss, Federal Reserve Bank of Chicago

Tuesday, May 12

3:00 p.m. to 4:00 p.m. eXtreme Networking Versailles Ballroom

4:00 p.m. to 5:00 p.m. EDS Keynote Presentation Paris Hotel, Vendome C

- Stephen M. Miller, Ph.D., UNLV

Wednesday, May 13th

11:00 a.m. to 12:00 p.m. How to Reach the Canadian Market

Paris Hotel, Vendome C

- Moderator: Stephen Law, editor-in-chief, *EP&T*
- Ross Weiss, president, Weiss Company
- Peter Campbell, marketing manager, Electro Sonic

1:00 p.m. to 2:00 p.m. Alternative Ways to Generate Sales Leads

Paris Hotel, Vendome C

- Moderator: George Bournazian George Bournazian, vice president, BtB Marketing Communications
- Jeff Curie, vice president of marketing, Supply Frame
- Steve Cholas, group publisher, Heart Electronics Group
- Joshua Israelsohn, JAS Technical Media

2:00 p.m. to 3:00 p.m. What Companies Are/Should be Doing to Market in a Down Economy from an Agency Perspective

Paris Hotel, Vendome C

- Moderator: Steve Cholas, group publisher, Hearst Electronics Group
- George Bournazian, vice president, account services, BtB Marketing Communications
- Steven Roberts, partner/business development, New Angle Media
- Matthew Naraghi, president and COO, WelComm, Inc.

3:00 p.m. to 4:00 p.m. What New Marketing Options are Available from Traditional Media?

Paris Hotel, Vendome C

- Moderator: George Bournazian, vice president, account services BtB Marketing Communications
 - Steve Cholas, group publisher, Hearst Electronics Group
 - Roger Heritage, group publisher, *Canadian Electronics*
 - Paul Miller, CEO, TechInsights
 - Nick Pinto, group publisher, *ECN, Wireless Design & Development*

For more information about EDS 2009's events and seminars, or to add events to your scheduler, please visit http://www.edsconnects.com/con_Events.asp.

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EDS is operated on a non-profit basis under the sponsorship of the Electronic Components, Materials and Assemblies Association (ECA), the Electronic Representatives Association (ERA), and the National Electronic Distributors Association (NEDA). For more information about EDS 2009, please visit www.edsconnects.com, call 312-648-1140, or mail 222 S. Riverside Plaza, Suite #2160, Chicago, IL, USA 60606.

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Keywords: EDS 2009, Electronic Distribution Show, electronic distributors, Las Vegas