



Where the Electronics Industry Connects

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*New programming encourages more networking...*

## **EDS 2010 KICKS OFF ON-LINE REGISTRATION FOR MAY EVENT**

CHICAGO (February 1, 2010) — On-line registration for EDS 2010, to be held at the Paris/Bally's Hotel Complex in Las Vegas, May 11 – 13, 2010, is available at [www.edsconnects.com](http://www.edsconnects.com). Manufacturers, distributors, representatives, and industry press can all visit the site to register for EDS 2010 and get further information on reserving a suite, meeting rooms or floor space for the conference. EDS, the premier event that focuses on the electronics distribution supply chain, has remained the single most important annual conference and networking event for manufacturers, distributors, and manufacturers' representatives in the electronics industry since 1937. At EDS, CEOs, presidents, VPs of marketing, marketing managers, and sales managers establish new business strategies, strengthen existing relationships, discuss current trends in the industry, and strategically plan for the future.

“In 2010, EDS will be the right place at the right time for the electronics industry,” said Gerald Newman, EDS executive vice president. “With only months to go until the industry's top event for all the supply chain partners, companies need to gear up and plan their schedules for May 11 to 13. EDS is as successful as participants make it for themselves, and in 2010, attendees will have more opportunities to engage in important business.”

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## **EDS 2010 ON-LINE REGISTRATION OPENS, PAGE 2**

To evolve with the industry, EDS is updating its scheduling and programming to best meet the needs of all participants. The most valuable aspect of the event has always been the face-to-face meetings between manufacturers, distributors and reps and for 2010, EDS is making more of these opportunities available. In place of the educational seminars, panels and keynote speaker, the 2010 EDS conference will feature more get-togethers and more meeting opportunities, as well as the presentation of results of an all-industry survey and a revamped meeting hall designed to better serve the conference and networking needs of attendees.

“EDS is the event that requires proactive planning from manufacturers, reps, and distributors to generate the results that all participants have come to expect,” said Newman. “It’s never too early to start planning your next EDS experience because the more active you are, the more beneficial the experience will be for you.”

A variety of packages are available, making participation in EDS more cost-efficient than ever before. EDS hopes this, along with the change in programming and scheduling, will encourage more involvement of participating manufacturers and distributors of all types and sizes.

EDS is operated on a non-profit basis under the sponsorship of the Electronic Components Association (ECA), the Electronics Representatives Association (ERA), and the National Electronic Distributors Association (NEDA). For more information about EDS 2010, please visit [www.edsconnects.com](http://www.edsconnects.com), call 312-648-1140, or mail 222 S. Riverside Plaza, Suite #2160, Chicago, IL, USA 60606.

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