



Where the Electronics Industry Connects

**FOR IMMEDIATE RELEASE, EDS060  
February 10, 2010**

*For more information, contact:  
Gretchen Oie, Show Manager  
EDS*

*312-648-1140*

*[Gretchen@edsconnects.com](mailto:Gretchen@edsconnects.com)*

*Patricia Staino, BtB Marketing  
919-872-8172*

*[patricia.staino@btbmarketing.com](mailto:patricia.staino@btbmarketing.com)*

*EDS presents first-ever all-industry survey at opening night reception...*

## **EDS 2010 KICK-OFF EVENT SPOTLIGHTS LEADING DISTRIBUTORS, MANUFACTURERS & REPS**

CHICAGO (February 10, 2010) EDS 2010 will recognize electronics industry leaders at a special program immediately preceding its All-Industry Reception, where EDS and media sponsors will present the results of the first-ever industry-wide survey. The program and reception, to be held Monday, May 11, 2010, in the Paris/Bally's Hotel Complex at 5:00 p.m., replaces the keynote address as the kick-off event of the annual conference. The survey, the only one addressing both engineering and purchasing professionals in North America, will be sent for completion to subscribers of a number of key industry publications in advance of EDS.

“While a keynote address is educational and informative, this year we wanted to offer something that presented an insider’s view of the electronics industry,” said Gerald Newman, EDS executive vice president. “This survey, using various criteria, will recognize the distributors and manufacturers in organizations of all sizes with many different specialties, mentioned by the colleagues they work with every day.”

Prior to the event, the survey will be emailed to subscribers of *EE Times*, *ECN*, *Purchasing Electronics*, *Electronics Sourcing North America*, *Battery Power*, *EP&T*, *Canadian Electronics* and other industry publications.

**-MORE-**

## EDS KICK-OFF EVENT RECOGNIZES INDUSTRY LEADERS, PAGE 2

Respondents, who will include engineers, purchasing professionals and manufacturers' representatives, will be asked to name their preferred catalog and national and regional distributors, as well as preferred distributors and manufacturers of specific component types. If the industry finds the survey results informative and beneficial, according to Newman, it will become a regular activity of the annual conference.

Additionally, companies (manufacturers, distributors and reps) that provide a reciprocal link to the EDS Web site, include EDS logos in their emails, and post an EDS banner on their company Web sites will be entered in a drawing (to take place at the reception) for a \$1,000 discount on their 2010 EDS participation fee or \$500 cash (recipient choice). They must be present at the All-Industry Event to win.

"We know that EDS is where the electronics industry gathers together to do business, and participants are telling us that they want more face-time with colleagues and customers to maximize the conference experience," said Newman. "The All-Industry Reception will recognize the leaders in the industry, spotlight their best practices, and provide an opportunity for networking even before the conference officially starts."

EDS is the premier event focusing on the electronics distribution supply chain, and has been 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, sales managers and independent sales representatives establish new business strategies, strengthen existing relationships, discuss current trends in the industry, and strategically plan for the future. A variety of packages and programs are available, making participation in EDS more cost-efficient than ever before.

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.

###