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**CMP's Channel Hosts the First Channel Virtual Tradeshow Focused on the Mid-Market****More than 700 Solution Providers and Vendors Attended Virtual Event**

**Manhasset, NY - - November 28, 2007 - -** Earlier this month, CMP Channel hosted the first virtual event focused on the Channel, powered by CMP's XChange, which attracted more than 700 Solution Providers and vendors. The virtual event, "Selling to the Mid-Market" brought together Solution Providers from around the country as well as leading technology vendors to demonstrate products, view live presentations and virtually meet potential business partners, without ever having to leave the office. The event covered what Solution Providers can do to increase sales in the mid-market and provided information about the next-generation of products and channel programs from leading vendors.

"The virtual event was packed with valuable channel-focused content from conference sessions to exhibits – we had it all," said Robert Faletra, president, CMP Channel. "It was an unrivaled experience for attendees and vendors alike."

The tradeshow, which took place November 8, began at 11:00 a.m. EST and was seven hours in length. CMP Channel's Faletra presented the opening keynote and hosted a Q&A session discussing the vast opportunities for Solution Providers selling and servicing customers in the mid-market.

Attendees were able to chat with other event goers in real-time inside virtual booths in the Exhibit Hall. CMP Channel offered a variety of resources - white papers, marketing collateral, spec sheets and Webcasts - in its Channel Resource Center. In addition, attendees were able to network with peers and others in the Networking Lounge and extend their relationships beyond the virtual tradeshow environment.

"As a 'geek' I sometimes find myself woefully behind the times; however, the most recent experience with the Channel virtual trade show was quite positive," said Ted Hunter, general manager, Champion Networks, LLC, a Maine-based Solution Provider. "The screens and framework of the event provided a comfortable 'look and feel' and the sensory aspects of appropriate background sounds, beeps, and organized windows for communications allowed direct and effective interaction with both vendors and media staging the event. I was very impressed with Bob Faletra's presentation and I made three potential business partners, which I am extremely pleased about. I think CMP has a real winner with this format."

The virtual trade show will be available for 90 days and can be found at:  
<http://events.unisfair.com/index.jsp?eid=216&seid=29>.

Platinum sponsors included, Toshiba and Arrow Enterprise, gold sponsors included, RSA, Sybase, Citrix and Emerson and silver sponsors included, Catalyst Telecom, Autotask and FalconStor Software.

**About CMP Channel ([www.cmpchannelgroup.com](http://www.cmpchannelgroup.com))**

CMP Channel is the one stop shop customers turn to in order to meet their global sales channel objectives from access to execution. Through use of its family of channel solutions which include CRN and VARBusiness, the ChannelWeb network, XChange Events and the Institute for Partner

Education & Development (IPED), vendors are able to accelerate sales through the channel. CMP Channel provides a worldwide answer to advertising, branding and marketing services, lead generation, market intelligence, branded and custom events, education of solution providers and best practices for vendors.

#### **About CMP**

CMP (<http://www.cmp.com/>) is a media and marketing solutions company serving the technology industry. With the leading online, event and print brands in all technology market categories, and with services and tools that reach beyond traditional advertising, CMP shapes and influences the technology industry worldwide. CMP publishes highly respected media brands such as TechWeb, InformationWeek, ChannelWeb, CRN, EE Times and TechOnline; produces major industry events such as Interop, Web 2.0 Expo, XChange, Game Developers Conference and the Embedded Systems Conferences; and provides business information and marketing services such as the International Customer Management Institute, Semiconductor Insights and Second Life consulting for technology marketers. CMP is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com/>), a global provider of news distribution and specialist information services with a market capitalization of more than \$3 billion. For more CMP news, go to [cmp.com/news](http://cmp.com/news).

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