



## **Complimentary Webinar Hosted by Affiliate Summit Offers Insight in Effective Exhibitor Tactics at Tradeshows**

*Affiliate Summit, Inc. is running a series of free Webinars leading up to Affiliate Summit 2007 East conference to be held July 8-10, 2007, in Miami.*

### Media Advisory

BERKELEY HEIGHTS, N.J./EWORLDWIRE/May 21, 2007 --- Affiliate marketing professionals preparing for the Affiliate Summit 2007 East conference in Miami, Florida, from July 8-10, 2007 are gearing up to the event with a series of free Webinars designed to educate attendees about how to gain optimal ROI from the show.

The second in this series, scheduled Thursday, May 24 at 12:00 p.m. (EST), is titled Exhibitor Tactics to Ensure a Winning Tradeshaw. In a quick 30 minutes, Missy Ward will cover strategic principles for exhibitors to utilize before, during and after Affiliate Summit to maximize the value of their tradeshow investment.

From the booth planning stages, to exhibitor etiquette and post-show follow up, she'll disclose how to make a tradeshow exhibit successful and avoid marketing pitfalls.

During the Affiliate Summit 2007 East, marketers will gather and learn from one another in a cooperative environment, while attendees gain intimate knowledge and experience about the affiliate marketing industry and network with industry leaders.

To sign up via e-mail for free to receive details about participating, visit '[http://www.affiliatesummit.com/exhibitor\\_tactics.php](http://www.affiliatesummit.com/exhibitor_tactics.php)'. Registered participants will receive a toll-free phone number and details including the URL to use to access the Webinar.

The Exhibitor Tactics to Ensure a Winning Tradeshaw Webinar is being powered by ReadyTalk, a Web conferencing company that enables audiences to view presentations online and dial in by toll-free phone to hear the presentation.

Registrations are now open for Affiliate Summit 2007 East. A full conference pass is \$1,449 for and \$299 for an Exhibit Hall-only pass.

The keynote speaker for Monday, July 9 will be humorist Ze Frank.

On Tuesday, July 10, the keynote will be a discussion featuring Rob Kniaz, product manager at Google, and Mark Papia, VP of performance marketing at FOX Interactive Media.

The discussion will be led by Affiliate Summit MC Lisa Riolo.

The Affiliate Summit 2007 East conference will be the seventh Affiliate Summit event presented by Shawn Collins and Missy Ward. More information about the Affiliate Summit Conference along with a schedule of speakers and events is available by visiting [AffiliateSummit.com](http://AffiliateSummit.com). For up-to-date information about the affiliate marketing industry, subscribe to the Real Deal Newsletter - the Official Newsletter of Affiliate Summit at [RealDealNewsletter.com](http://RealDealNewsletter.com).

The main sponsors of Affiliate Summit 2007 East are FOREXaffiliate (Platinum), RewardsGateway.com (Gold), oneNetworkDirect (Silver), and ThinkPartnership (Bronze).

## About Affiliate Summit

Affiliate Summit, Inc. was founded by affiliate marketing industry veterans Shawn Collins and Missy Ward and serves the affiliate marketing professional community. The mission of Affiliate Summit is to be the leading global source of learning and networking opportunities surrounding the affiliate marketing industry. For additional information about the conference, visit '<http://www.affiliatesummit.com>' or call 866-483-0167.

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