



## News Release

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### **BlueStar Announced as Diamond Sponsor for AIM Expo** *Auto ID and Mobile IT Distributor to Support Inaugural Industry Event*

**Warrendale, PA -- April 29, 2010 --** The Association for Automatic Identification and Mobility (AIM) is pleased to announce that BlueStar, the leading innovator in solutions-based distribution for RFID, auto ID, POS, mobility, and security products, will be a *Diamond* sponsor for the **AIM Expo**, November 1-3 at the Hyatt Regency O'Hare, Chicago, IL, USA. In addition to prominent support of the overall event, BlueStar will host a *Reseller Brunch* in the Exhibit Hall on Wednesday, November 3.

"We are pleased that BlueStar has decided to engage as a major sponsor for the inaugural AIM Expo," states Chuck Evanhoe, president, Evanhoe & Associates and AIM Expo chairman. "Their commitment to bringing back the auto ID and mobile IT industry show is evident in their support of all aspects of the planning and execution of the event. The Reseller Brunch on Wednesday, November 3<sup>rd</sup> promises to be one of the highlights taking place in the Expo Hall."

The full AIM Expo conference program includes case studies and how-to educational tracks on **manufacturing, government, retail and healthcare**. The sessions identify state-of-the-art auto ID and mobile IT applications and solutions on how to improve operations, streamline production, reduce costs and enhance overall business processes.

"As a solid supporter of the mission of AIM, we are thrilled to see AIM take an expanded role as educators for the auto ID and mobile IT marketplace and we want to support AIM anyway we can," states Steve Cuntz, president, BlueStar. "As the key distributor to this industry, we want to ensure that our resellers have an opportunity to meet industry leaders and sell to the end users in growing vertical markets."

The conference program will also feature a Reseller Track on November 3<sup>rd</sup> to help guide the channel market in identifying and securing new auto ID & mobile IT business opportunities. The exhibit hall will provide a solutions showcase representing the leading auto ID and mobile IT providers. Other current vendor sponsors include Savi Technology and REA Elektronik GmbH.

Rounding out the tremendous Reseller offerings at the AIM Expo, Vertical Systems Reseller has announced the co-location of their annual Business Optimization Summit on November 4-5.

To learn more about the AIM Expo and how to register, visit [www.AIM-Expo.com](http://www.AIM-Expo.com). Make plans now to be in Chicago, November 1-3, 2010 for the auto ID and mobile IT industry event!

#### **About BlueStar**

BlueStar ([www.bluestarinc.com](http://www.bluestarinc.com)) is the leading innovator in solutions-based distribution for RFID, Auto ID, POS, Mobility, and Security products. BlueStar is committed to working exclusively with Value-Added Reseller (VAR) partners to help deliver the finest Supply Chain, Mobility, and POS hardware and software solutions in the world. The "Solutions-Based" model is driven by Partners' needs. BlueStar offers the normal distributor services-like product selection, pick-pack-ship, and credit terms. However, as a Solutions-Based Distributor we also offer unique leasing programs; hardware, software, and services bundles; extended warranties; value-added services; and business-development and marketing programs to assist VARs in growing their business in their geographic markets and beyond.

#### **About AIM**

For 35 years, AIM ([www.aimglobal.org](http://www.aimglobal.org)) has served as the association and worldwide authority on automatic identification, data collection and networking in a mobile environment. AIM members are manufacturers, distributors, resellers and end users in the auto it & mobile IT industry. Serving members in 43 countries, AIM is dedicated to accelerating the growth and use of Automatic Identification and Mobility technologies and services around the world.

For more information about the AIM organization, its technologies and its members, please visit [www.aimglobal.org](http://www.aimglobal.org) or [www.rfid.org](http://www.rfid.org).