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Vertical Systems Reseller to Co-Locate Business Optimization Summit with Auto ID & Mobile IT Event - AIM Expo

Organizations combine resources to offer SMB VARs, ISVs a unique program focused on partnerships, technologies and customer insights to take your business to the next level

Randolph, NJ – March 18, 2010 – *Vertical Systems Reseller (VSR)* and The Association for Automatic Identification and Mobility (AIM) have announced the decision to co-locate their respective industry events. **AIM Expo** will take place November 1-3 at the Hyatt Regency O'Hare, Chicago. VSR's **Business Optimization Summit (BOS)** will then follow the AIM Expo at the Hyatt on November 4-5.

VSR's Business Optimization Summit (BOS) is designed to offer attendees a top-level overview of partnerships, technologies and customer insights to take their respective businesses to the next level. The BOS is built on the premise of providing attendees the ability to learn about areas of the channel that they would not typically be exposed to at a vertical- and/or technology-specific event. At the same time, the AIM Expo fosters an identical mission to that of VSR's BOS.

The AIM Expo program, designed for manufacturers, distributors, resellers and end users, will showcase how auto ID & mobile IT solutions are used to increase revenue, efficiency and productivity. The VSR BOS offers SMB resellers and ISVs a broad-based sampling of diverse technologies, based within a variety of vertical markets.

"The synergy that exists with VSR's Business Optimization Summit and the AIM Expo will magnify the benefits to the channel community," says Albert Guffanti, Publisher of VSR. "These two events, side-by-side, will offer an unprecedented level of networking, business building and overall channel expansion."

"We are pleased that VSR has chosen to co-locate their established Business Optimization Summit with the AIM Expo," says Chuck Evanhoe, Evanhoe & Associates, AIM Expo chairman. "The auto ID reseller community will reap great benefit from attending both events in one location, offering enhanced exchanges for understanding business challenges and capitalizing on sales opportunities."

Following the success of its [premiere event](#) last year in Philadelphia, VSR's Business Optimization Summit will once again provide attendees with a unique program geared toward VARs and ISVs involved with diverse technologies. The two-day event will feature panel discussions on topics such as "What Do End Users Want?" Another panel comprising a group of VARs known as the Solutions First Council, will discuss how they have recognized and successfully made the paradigm shift toward a services model. In addition, workshops on Software as a Service and global/local partnerships will also be featured. Negotiation expert Bill Garcia, president, TableForce, will return to provide attendees a refresher course on how to negotiate for success. The Business Optimization Summit will also offer ample time for networking and topic table discussions.

The AIM Expo conference program will feature case studies and how-to educational tracks on manufacturing, government, retail and healthcare. The sessions will identify technologically advanced applications and solutions on how to improve operations, streamline production, reduce costs and enhance overall business processes. A **reseller track** on November 3rd will discuss compliance initiatives, revenue-generating opportunities, and a market outlook discussion with some of the industry's best-known analysts. The Expo will also feature a solutions showcase in the exhibit hall that will represent the industry's Auto ID and Mobile IT providers.

To learn more about the VSR Business Optimization Summit, visit www.verticalsystemsreseller.com/BOS10. For more information on the AIM Expo, visit www.AIM-Expo.com.

About Vertical Systems Reseller

Based in Randolph, N.J., *Vertical Systems Reseller (VSR)* (www.verticalsystemsreseller.com) is dedicated to bringing competitive advantage to VARs and ISVs in today's high-growth, high-margin vertical markets through the

timely objective coverage of channel news, technology and business trends and new product introductions. A member of Edgell Communications' Technology Group of magazines, *VSR* is built on the foundation of providing SMB VARs and ISVs with the real-life solutions and applications-based knowledge they need to expand their business models.

About AIM

For 35 years, AIM (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.