

FOR IMMEDIATE RELEASE

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iPROMOTEu to Host “Boardwalk Bash” at Promotions East in Atlantic City

May 26th, 2010 – Wayland, Massachusetts: iPROMOTEu announced today that it will be hosting its second annual “Boardwalk Bash” during Promotions East in Atlantic City. The “Boardwalk Bash” will take place on Tuesday evening, June 8th, from 9:00 p.m. until 1:00 a.m. at GypsyBar in the Borgata hotel in Atlantic City. Last year’s event was fantastic, and packed, with one leading supplier remarking that it was “the best industry party ever.” The “Boardwalk Bash” is a private event for the promotional products industry only and GypsyBar will be closed to the public.

In addition to the fabulous venue, iPROMOTEu has arranged for the high energy rock ‘n roll cover band Sub*G to perform (www.subg.net) Those who heard Sub*G play last year know that this will be a fantastic evening of great music and dancing – in addition to terrific networking and lots of fun.

The lead sponsor of the “Boardwalk Bash” is ASI (www.asicentral.com). Other sponsors include: Admits & Zagabor (www.admits.com); Bag Makers (www.bagmakersinc.com); Bic Graphic (www.bicgraphic.com); Corvest [Adva-Lite, It’s All Greek To Me, Toppers] (www.corvest.com); Hit Promotional Products (www.hitpromo.net); Norwood (www.norwood.com); SanMar (www.sanmar.com); and Snugz (www.snugzusa.com).

A special bracelet will be required for admission to the “Boardwalk Bash”; these bracelets will be available on the Promotions East trade show floor on Tuesday, June 8th, at the booths of any of the sponsors listed above.

“iPROMOTEu’s ‘Boardwalk Bash’ will be a terrific, fun-filled, high energy event; it definitely will be the place to be on Tuesday evening in Atlantic City,” remarked Ross Silverstein, the President & CEO of iPROMOTEu. With GypsyBar having a capacity of just 150 people,” Silverstein continued, “it might be a good idea to arrive early to avoid having to wait in line.”

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iPROMOTEu is a service provider to promotional products distributors. Its selling network consists of more than 680 experienced distributors and their sales representatives from more than 40 states throughout the country. In addition to many other important services, iPROMOTEu finances orders, processes orders, provides accounting and technology tools, and obtains discounted pricing from industry suppliers. iPROMOTEu relieves distributors of the tedious, time-consuming, non-revenue generating activities – so that distributors can spend more of their time selling. iPROMOTEu also helps experienced industry salespeople establish their own distributorship – quickly, easily, and inexpensively. These former salespeople can earn significantly more money as an iPROMOTEu affiliate. For more information about iPROMOTEu, visit its website at www.ipromoteu.com.

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