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

WAYLAND, Mass- May 18, 2011—iPROMOTEU announced today that it will be hosting its third annual “Boardwalk Bash” during Promotions East in Atlantic City. The “Boardwalk Bash” will take place on Tuesday evening, June 7<sup>th</sup>, from 9:00 p.m. until 1:00 a.m. at Gypsy Bar in the Borgata hotel in Atlantic City. The “Boardwalk Bash” is a private event for the promotional products industry only and Gypsy Bar 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](http://www.subg.net)) Those who have heard Sub\*G play in the past 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](http://www.asicentral.com)). Other sponsors include: Admints & Zagabor ([www.admints.com](http://www.admints.com)); Bag Makers ([www.bagmakersinc.com](http://www.bagmakersinc.com)); Bic Graphic ([www.bicgraphic.com](http://www.bicgraphic.com)) ; Bodek and Rhodes ([www.bodekandrhodes.com](http://www.bodekandrhodes.com)); Broder Bros. ([www.broderbros.com](http://www.broderbros.com)); Bullet Line ([www.bulletline.com](http://www.bulletline.com)); Calibre ([www.highcaliberline.com](http://www.highcaliberline.com)); Gemline ([www.gemline.com](http://www.gemline.com)); Gold Bond ([www.goldbondinc.com](http://www.goldbondinc.com)); Hit Promotional Products ([www.hitpromo.net](http://www.hitpromo.net)); Jetline ([www.jetlinepromo.com](http://www.jetlinepromo.com)); Norwood ([www.norwood.com](http://www.norwood.com)); Prime Line ([www.primeline.com](http://www.primeline.com)); Snugz ([www.snugzusa.com](http://www.snugzusa.com)); Vantage ([www.vantageapparel.com](http://www.vantageapparel.com)) and World Wide Line ([www.worldwideline.com](http://www.worldwideline.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 7<sup>th</sup> 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,” said iPROMOTEU President & CEO Ross Silverstein. “Gypsy Bar was filled to capacity the last two years,” Silverstein continued, “it might be a good idea to arrive early.”

iPROMOTEU is a service provider to promotional products distributors. Its selling network consists of more than 790 experienced distributors and their sales representatives from more than 48 states throughout the country (plus Puerto Rico and the District of Columbia). 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](http://www.ipromoteu.com) or call 800-850-3370.

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