



4 March 2010

UBM launches COMDEX as a Virtual Event

Leading virtual event provider takes COMDEX back to its roots

UBM, the leading global provider of business media and marketing services, is relaunching COMDEX as a virtual event which will take place November 16-17, 2010.

At its peak COMDEX was the world's most famous tradeshow, attracting more than 200,000 visitors and 2,300 IT industry exhibitors from around the world to Las Vegas before the show closed its doors in 2003. UBM acquired the COMDEX brand as part of its acquisition of MediaLive International Inc in 2006.

The virtual COMDEX event is being launched by UBM's Everything Channel business, a leader in technology sales channel media and services. Everything Channel is going back to the original 1979 concept of an event designed exclusively for the technology sales channel called "Computer Dealer Exhibition". Everything Channel's virtual COMDEX will include:

- **Grand Hall of Masters** will showcase the event's keynote speakers
- **The Conference Hall** will offer technical, product, channel and business conference tracks
- **The Exhibit Hall** will feature booths and pavilions from technology vendors
- **Hospitality Suites** for private meetings, briefings and cocktail parties
- **The Media Room** will host registered journalists and industry analysts
- **CRN Test Center** will offer live reviews and demos of leading-edge technology solutions

For more information on and to register for Everything Channel's COMDEX event, go here: www.COMDEXvirtual.com.

Virtual events are specially created online digital environments in which participants interact with online content or with other online participants as they would at live, face to face events. In 2009 UBM ran a total of 38 virtual events of different types, including careers fairs, technical seminars, tradeshow, conferences and sales meetings. For more information on UBM's virtual events in 2010 go here: <http://www.ubmstudios.com/featured-events/upcoming-events/>.

Everything Channel's virtual COMDEX event will be built by UBM Studios, UBM's creative and strategic marketing business which specialises in building next-generation virtual media business solutions which connect global audiences through a robust virtual event environment with an intuitive user interface and appealing visuals. To find out more about the capabilities of UBM Studios virtual events go here: <http://www.ubmstudios.com/virtual-product-suite/>

Separately, UBM Studios has signed a strategic alliance agreement with InXpo, the largest virtual event technology provider, to deliver next generation virtual business solutions using the InXpo Virtual Events Platform. As its first global media licensee, UBM Studios will use the InXpo platform to support the delivery of UBM virtual events at scale and on a worldwide basis.

David Levin, CEO of UBM said:

“The original COMDEX died because it stopped serving its core customers. We are giving COMDEX a future by going back to its past. Our virtual COMDEX is focused on serving the IT channel, Value Added Resellers, ISVs and all those people and businesses who make up the IT distribution system. Virtual COMDEX works right alongside and complements the other products and services we provide for the Channel and for the wider technology industry.”

“We are a leader in the virtual event market - we ran 38 virtual events in 2009. Through our UBM Studios business this year we'll run many more virtual tradeshows, recruitment events and in-house training sessions for industries as diverse as construction, shipping and healthcare.”

“We run virtual events in tandem with live, in person events like tradeshows: we think we have a great opportunity to take advantage of the complementarity between online and offline events. Virtual events are emerging as a great, cost effective way of bringing customers together to engage and interact with branded business content and as well as a means of building professional business community interaction. These capabilities are key to delivering the measurable ROI that our customers are looking for.”

- Ends -

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Notes to Editors

1. Virtual COMDEX

To register to attend the event, visit: www.COMDEX.com

To follow COMDEX on Twitter visit <https://twitter.com/COMDEXvirtual>

For sponsorship or exhibitor opportunities, contact Nancy Hammervik, SVP, Managing Director, Everything Channel Events at nancy.hammervik@ec.ubm.com or 516 562 7679.

Media interested in pre-registering to attend the event, contact Nancy Hammervik, SVP, Managing Director, Everything Channel Events at nancy.hammervik@ec.ubm.com or 516 562 7679.

1. COMDEX history

COMDEX - Computer Dealer's Exhibition - was held annually in Las Vegas each November from 1979 to 2003. Originally open only to those directly involved in the computer industry, the tradeshow opened its doors to the general public in the 1980

COMDEX was started by The Interface Group who later sold it to Japanese technology conglomerate Softbank Corp. in 1995. Softbank sold the show to Key3Media, later MediaLive International. UBM bought the events assets of MediaLive International Inc in 2006.

2. UBM

UBM is a leading global provider of events; data, marketing and information service products; print products; and targeting, distribution and monitoring services to specialist business communities. Our 5,800 staff in more than 30 countries are organised into specialist teams that serve these communities, helping them to do business and their markets to work effectively and efficiently.

For more information, go to www.ubm.com

3. Everything Channel

Everything Channel, headquartered in Framingham, MA, is a technology marketing and sales solutions company. Through its "Complete Technology Channel Solution," Everything Channel offers the right business tools to accelerate technology sales. From branding and recruiting to marketing and sales, Everything Channel offers technology marketers the unmatched breadth and depth of global brands and market intelligence combined with unparalleled audience loyalty and credibility serving all technology sales channels through an extensive database. Everything Channel provides innovative field sales and marketing solutions to the sellers of technology to achieve measurable and significant results.

For more information, go to www.everythingchannel.com or www.channelweb.com

4. UBM Studios

UBM Studios, a division of UBM, is a creative and strategic marketing agency which specializes in building next-generation virtual media business solutions. Through virtual environments such as virtual events, hybrid events, tradeshows, community sites, career fairs, sales meetings, training, seminars, digital libraries, knowledge centers and focus groups, UBM Studios enables customers to reach new markets, engage and educate customers as well as generate new leads and revenue.

For more information, go to www.ubmstudios.com

For demonstrations of UBM Studio virtual products, go here:

<http://virtualevents.ubmstudios.com/demos/VirtualCareerFair/index.html>

<http://virtualevents.ubmstudios.com/demos/VirtualTradeShow/index.html>

<http://www.ubmstudios.com/demos/VirtualResourceCenter/index.html>

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