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AFFILIATE PROGRAMS ARTICLE DIRECTORY

Get the Most from eComXpo

10/21/2006 - Dave Cole

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[eComXpo](#) is a great opportunity for affiliate marketers to connect to merchants and resources that are truly dedicated to their marketing performance. The event is scheduled for Tuesday, October 24 – Thursday October 26, and will feature hundreds of high-quality exhibitors and merchants, as well as the highest caliber speaker and presentation panel in eComXpo history.

We got the chance to ask eComXpo Event Director John Grosshandler a few questions about how affiliate marketers can get the most out of their experience.

AffiliatePrograms.com: John, what tips can you provide first time attendees perhaps hesitant to get involved?

John Grosshandler, Event Director, eComXpo: Well, the two most important things both revolve around treating eComXpo the same as any other trade show. It seems obvious, but the most important thing is to set aside the time to attend. Once you're there, its really valuable to explore the show and the interface. There's lots of functionality and ways to use our new interface. The most popular thing to get comfortable is to visit the group chat Lounge, which is the most popular single space at the show. Webmaster Radio will be broadcasting live during the entire show, which is brand new for us. We're very excited to add that, and we're looking forward to seeing what people think.

AP: You said you've got about 450 exhibitors this October, do you happen to know how many are going to be providing exclusive show offers and affiliate bonuses?

JG: That's a great question, but we don't specifically ask for that information from each of the exhibitors. What I do know is that there are going to be over 140 prizes offered from exhibitors that have told us about their prize giveaways, and there will probably be more. What's neat about the prizes is that there's actually two types of prizes out there. Of course there's the traditional tradeshow style "fishbowl" prizes where you drop your virtual business card at the booth and hope to win the prize. But we also have what we call "show level" prizes which some people don't know about. These are prizes offered based on an attendees participation and behavior. Any attendee can visit the prize center, and click on rules to find out how to win. For instance, chatting with exhibitor representatives is one of the behaviors that will make you eligible to win. We've got some great prizes too; Casino Blasters is giving away a 42" flat screen TV, Gateway is giving away a high end notebook computer, and we've also got 100 copies of "The Long Tail" by Chris Anderson.

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AP: Wow, sounds like some great prizes. What else is in store for attendees?

JG: Actually, on the topic of "The Long Tail", that brings up our keynote speaker, Chris Anderson, the Editor in Chief of Wired magazine, and the author of "The Long Tail". Him and John Battelle, the founder of Wired magazine and the author of "The Search", a book about Google's rise. That's going to be a phenomenal presentation, which will be followed by other presentations from around the industry, including Steve Denton from Linkshare, and a lot more speakers.

AP: I know a lot of affiliates won't be able to dedicate three entire days to the event, what's your best suggestion for affiliates that are pressed for time?

JG: If you're only able to attend for a brief period of time, the best thing to do would be to visit as many visitor booths as possible. We have exhibitors ranging from Target to Playboy and everything in-between, so it's a great opportunity to touch base with merchants and find out what the affiliate managers have to offer. I would wholeheartedly encourage affiliates to join programs on the spot and try to strike deals with those merchants they think they can work well with.

Also, all 4 of the major search engines will be there, Google, Yahoo, MSN, and Ask, so make sure to swing by those booths because I know each of them are going to be giving away advertising credits. It's especially exciting right now since Yahoo and MSN are pushing their new ad products out.

AP: So how long should an affiliate spend at each booth to get the most from the show?

JG: Well, again, its like any other tradeshow. To get the most out of it you'll want to go to as many places as possible. What I really recommend is on the first day to go to as many booths as possible, and note which ones you want to carry on a conversation with. Then, the second and third days you can reach out and have in-depth conversations to develop a real opportunity.

AP: What about international attendees? Is there a place for them?

JG: Absolutely. Companies from 39 countries will be in exhibiting, and we expect several hundred of our visitors to be from international locales. eComXpo is a perfect opportunity for international attendees since they don't have to deal with the costs of travel to the US like normal shows.

AP: Any final thoughts you'd like to share about getting the most from eComXpo?

JG: You know, I think one of the best things any attendee can do is to focus on the networking aspect of the event. Its pretty easy using our interface to find complimentary people that you might want to work with that are also in attendance. Spend a couple minutes finding out if there are any attendees that you might want to establish a relationship with, seek them out, and start

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AP: John, thanks very much for your time, we're looking forward to the event as well!

JG: Thanks, Dave. I think this is going to be a wonderful event for everyone involved.

[eComXpo](#) runs from October 24 – October 26, and is [free to attend](#), so sign up today and save the dates for some serious networking and learning. [Make sure to stop by the AffiliatePrograms.com booth and meet our team!](#)

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