

MEDIA RELEASE

19 March 2008

BizParadeTV brings Brisbane expo to the world

BizParade's digital platform is set to get even more exciting with the delivery of real-time, online coverage of Event ConneQion 2008.

BizParadeTV - described by BizParade Director Lindy Andrews as "the YouTube of events" - is the result of BizParade.com's new partnership with Event ConneQion 2008.

"The fit couldn't be better. Not only are we launching our own internet TV concept, we will be showcasing Brisbane's premier events expo both locally and to the world. By harnessing the medium of our times, we can expose ECQ exhibitors to an audience bigger than they've ever imagined," Lindy said.

As well as creating huge opportunities for advertisers, BizParadeTV is a new and effective way for the Australian events industry to get the globe's attention.

"Events professionals across the world will be watching Brisbane and Event ConneQion 2008 on BizParadeTV. We'll be doing live broadcasts of presentations, as well as interviews with guest speakers, exhibitors and industry icons. The potential for future international marketing - in the form of case studies and venue and event reviews - is endless," Lindy said.

BizParadeTV comes off the back of eight incredible months for BizParade, Australia's fastest growing business events website. Only surprising until you consider that this young brand has over 30 years of combined marketing, events and digital experience.

"We've worked hard and certainly drawn on our expertise to create BizParadeTV. What we've got now is a digital platform that opens up unprecedented opportunities for Australian events. As BizParadeTV gains traction, it will leave many aspects of traditional event marketing for dead," Lindy said.

Over 100 of Queensland's top vendors will attend Event ConneQion 2008 at the Brisbane Convention Centre on April 2-3. The expo will have all of the state's regions and a mix of heavyweight and medium size exhibitors on its stands.

Register at www.ecq.com.au or subscribe to www.bizparade.com.au to see the action live on BizParadeTV.

Media Enquires: Lindy Andrews CEO +61 2 9977 0005