



PRESS RELEASE  
For immediate release

### **The ICT Industry on the Right Track!**

Le Big Bang: the Annual Event for Sales and Marketing Executives

**MONTREAL, April 18, 2008** – Some one hundred decision-makers will be taking part in the 6th edition of Le Big Bang ([www.lebigbang.net](http://www.lebigbang.net)) on April 29 and 30, at Château Bromont. “Le Big Bang has become the time of year when company presidents and their sales and marketing executives reflect on their marketing practices with their peers,” highlighted Nicole Martel, CEO of the Inter logiQ Network.

Le Big Bang is a sales and marketing forum designed by company presidents for presidents and business development managers. New format: special guests, resellers, system integrators, and American and Canadian partners looking for solutions developed in Quebec. Participants include: Wayside Technology Group, Inc. (NJ), Ministère des Services gouvernementaux, Government of Quebec, NVision Solutions, Inc (MS), and Bell Canada, companies looking for virtualization, security, geomatics, mobile communications and Web solutions applications, among others.

“Sell more, faster! This year, Le Big Bang explores different *Routes to Market*, which will lead participants to their growth targets,” explained Nicole Martel.

Among the guest speakers invited to share their knowledge and expertise on the selection and management of marketing methods:

- Back after a five-year absence: Kenneth B. Wong, Queen's School of Business “*Growing Your Top Line*”
- “*The Direct Route: How to Manage it Effectively*” Michel Lacasse, Bell ICT Solutions
- “*Routes to Market*” Kenneth Beam, The VAR-City & Moderator for SoftwareCEO Forums
- “*Managing Your Multi-channel Network: Sell More and Faster*” testimonials by Richard Maltais and Roger Duguay, Averno

The complete program is available on the event's Web site.

#### **About the Inter logiQ Network**

The Inter logiQ Network is one of Canada's leading coalitions of executives in the ICT industry. The network represents its members in decision-making circles and helps them achieve their growth objectives by facilitating access to the best marketing practices for their solutions. The Network organizes professional development, strategic knowledge transfer and networking events, and assists its members in finding the required specialized resources.

#### **About Le Big Bang**

Le Big Bang is a one-and-a-half-day forum organized by the Inter logiQ Network. Since 2002, this event has helped nearly 500 participants to acquire and implement the best marketing practices. The target audience includes company presidents, their sales & marketing executives, as well as any service company involved in information technologies and communications. Information: [www.lebigbang.net](http://www.lebigbang.net)

- 30 -

For additional information, contact:

#### **Inter logiQ Network**

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