

PRESS RELEASE

For Immediate Release

Inter logiQ's 'Le Big Bang' Forum is Back

2nd Annual Sales & Marketing Forum for Technology Companies to Take Place on November 13-14, 2003 in Gatineau

Montreal, Quebec, October 14, 2003—Inter logiQ Network—Canada's largest Information Technology (IT) association devoted to the support of IT companies in their growth and commercial development—will hold its second annual Le Big Bang Sales & Marketing Forum on November 13 -14 at the Chateau Cartier Resort in Gatineau (Aylmer), Quebec. Le Big Bang is a two-day symposium organized by technology companies exclusively for CEOs, VPs and Directors, Sales, Marketing and Business Development Executives of technology companies who want to improve their sales and marketing effectiveness.

"I was very impressed by last year's event and will attend again this year," said Serge Beauchemin, President of 3-SOFT. "Last year's organizers really delivered what was promised. The workshops and presentations were specifically focused on sales and marketing issues and how technology companies can best market their technology effectively on a local, or international scale."

Several presentations will be held by experts in the sales and marketing fields. This year's speaker line-up includes:

- **Gary Cosimini** – Adobe Systems Inc., Business Development Director: *No Roadmap: Creating A New Category for Adobe Acrobat*
- **Carlos Fox** – Intento International Inc., President: *Increasing Sales Effectiveness! – It takes both: will & ability*
- **Sara McKenna** – Cabana Séguin Inc., Equity Partner
- **John-Kurt Pliniussen** – Queen's School of Business, Associate Professor: *Marketing Strategy: Looking for the Yummy*

- **Jeffrey Stamp** – Eureka! Ranch, Director of Research and Technology: *Meaningful Marketing: Win More, Lose Less by Making Meaningful Connections With Your Customers*
- **Granville Toogood** – Granville Toogood Associates, Founder & CEO: *Talk Your Way to the Top – How to Position Yourself as a Leader with an Audience*
- **Daniel Trépanier** – Quake technologies, President & CEO

“This year’s symposium will once again feature an impressive line-up of speakers, as well as industry-specific workshops where participants can freely interact, share ideas and discuss the challenges that face their individual industries,” said Jacques Pigeon, Chairman of the Executive Committee. “We’re also once again limiting the attendance to a maximum level of 100 delegates to ensure an interactive and stimulating environment conducive to networking and peer-to-peer learning.”

This year’s event is being sponsored by IDC, Solotech Multimédia, Verrecchia Group Communications and Joncas Telexperts, as well as being supported by the Economic Development Corporation of the City of Gatineau, Alliance TechPoint, and the Ottawa Centre for Research and Innovation (OCRI).

About Inter logiQ Network

Founded in 1990, the Québec Software Promotion Centre (QSPC) was renamed Inter logiQ Network in 2002. It is staffed by 15 professionals, and boasts more than 400 members, who are active in the information technology (IT) industry in Québec. The Network’s mission is to help its members to market their products and services in Canada and abroad. It also strives to foster the transfer of expertise, inter-company partnerships, and the promotion of IT in such a manner as to create a lever effect for the industry as a whole. Its mission is twofold: *a strategic axis* that provides customized services and marketing advice, and *a networking axis* that offers an extensive range of development and networking activities.

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Inter logiQ Contact:
Amélie Chauvel
Communications Manager

Tel: (514) 874-2667 ext. 104
Email: achauvel@interlogiq.ca

Agency Contact:

Serge Gauvin
Verrecchia Group Communications Inc.
Tel: (514) 362-8068
Email: serge@vergroup.com