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Partnership Enables Growth Opportunities for 2008 ETA Annual Conference

GREENCASTLE, Ind. – ETA International has partnered with BNP Media’s events division to coordinate ELECTRONICS EVOLUTION- Emerging Electronics, Educational and Leadership Conference, October 12-15, 2008 at the historical French Lick Resort & Casino in French Lick, Indiana.



With the assistance of BNP, ETA is able to expand its efforts with speaking and training opportunities. The conference will include keynote speakers-Bill Scapin, Motorola Vice President of Sales and Service and Jay Warmke, Green Technology-Founder and Owner of Blue Rock Station, as well as a variety of technical hands-on training, sessions from experts in the educational and technical fields, and an exhibitor’s floor.

“The conference has a great line-up of key speakers from Motorola, the military, and several universities from around the country. Their expertise on topics such as electronics, economics, fiber optics, residential electronics, computers, avionics, and customer service will serve as a beneficial element for everyone,” stated Teresa Maher, ETA President.

“We are proud to collaborate with ETA on *The High-Tech News*. We wish them a worthwhile conference and look forward to future opportunities to combine their resources and ours to help convey their message,” said Steve Beyer, Director, BNP Custom Media.

BNP Media Events has a range of experience stemming from their publications and reaching several of the events coordinated each year. Each year over 80 events nationwide and 11 different industries are served, providing a venue to showcase new products and trends, technical knowledge, business solutions and ideas and to build one-on-one relationships.

ETA International first began its relationship with BNP Media late in 2007. BNP now publishes *The High-Tech News*; ETA’s bi-monthly publication that reaches through print and digital issues over 41,000 individuals.

“We are excited to extend our relationship with BNP Media and take it to the next level, by partnering and hosting a successful conference. They offer an unlimited amount of expertise in promotions that compliments ours expertise in the fields of electronics,” said Kim Hudson, ETA Director of Communications and Development.

For more information on ELECTRONICS EVOLUTION, visit www.bnpevents.com/ETA or contact ETA at 800.288.3824.

ABOUT:

ETA[®] International - Founded in 1978 Electronics Technicians Association International a not-for-profit, professional association promotes excellence in electronics technologies through certifications. The association’s initiatives are to provide a prominent certification program of competency criteria and testing benchmarks that steers international electronic standards and renowned professional electronics credentials. As electronics integrates with emerging technologies, our complex testing results in a certification that testifies for the individual’s expert skills and knowledge in a particular area of study.

The association members consist of nearly 10,000 members; 692 Subject Matter Experts (SME’s) serving on various Industry Advisory Committees, and over 1,000 Exam/Certification Administrators (CA’s). ETA aligns with individual professional goals, vocational and education curriculums, and businesses’ resource initiatives through our certification programs, conferences, speaking engagements, and book and journal publications. www.etainternational.org

BNP Media Events – A division of BNP Media, consisting of unique and valuable business meetings, conferences, trade shows, workshops, webinars, and industry events. With over 80 events nationwide and 11 different industries served each year. BNP Media Events goal of providing a successful event is reached by providing a venue to showcase new products and trends and to build one-on-one relationships. They also offer a variety of tools and resources to provide the most effective ways to branch out companies, associations and organizations. www.bnpevents.com

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