



For Immediate Release

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Internet Marketing and Sales Conference: Top Line Growth

ERIE, PA (April 21, 2005) -- The Center for eBusiness and Advanced Information Technology (eBizITPA) and the Sam and Irene Black School of Business at Penn State Erie, The Behrend College, are pleased to present the Internet Marketing and Sales II: Top Line Growth Conference on April 27th. The all-day event runs from 8:00am until 5:00pm at the Courtyard by Marriott Ambassador Conference and Banquet Center, 7792 Peach St., Erie, PA. Additional sponsors include PNC Bank, the Northwest Industrial Resource Center (NWIRC) and Softek/Velocity.net.

This second annual conference is designed to teach internet marketing Best Practices. National speakers are led by **Dr. Ralph Wilson**, internationally renowned author and publisher on Internet Marketing. Others include Andrew Goodman (Page Zero), author of Google Adwords and Derek Dionne (Channel Advisor), a specialist in selling on eBay.

"Worldwide business-to-business e-commerce sales are expected to reach \$4.1 trillion by 2005, a 46% increase from last year," said Frank DeWolf, COO at eBizITPA. "To survive in this competitive business environment, businesses must have a firm grasp on the practices of internet marketing and that is what this year's conference is all about. Attendees will hear hard-hitting facts and obtain actionable information that will give them an edge over the competition." said DeWolf.

To RSVP for the event by April 22nd, visit <http://www.ebizitpa.org/eMarketingConference/> or call eBizITPA at 814-898-6500.

The Center for eBusiness and Advanced IT is a state-wide Ben Franklin Technology Authority initiative designed to help Pennsylvania businesses and organizations understand and use information technology and e-business tools. It is headquartered in Erie, PA and located on the Internet at www.ebizitPA.org.