



BlueStar Canada's BlueWave 2008 Conference & Trade Show Designated a Huge Success

BlueStar, May 07, 2008

URL: <http://www.pr9.net/business/trade/8066may.html>

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PR9.NET May 07, 2008 - Montreal, Canada - BlueStar Canada, the leading innovator in solutions-based distribution for AIDC, Point-of-Sale, Mobility, and RFID products, is announcing the outstanding success of its BlueStar annual conference and trade show, BlueWAVE 2008.

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BlueWave 2008 featured educational seminars with industry experts in the Hospitality, RFID, Mobile Freedom, Retail, and AIDC verticals to help attendees stay up-to-date on the newest industry trends, solutions, and technologies. A keynote address from channel industry consultant Rick Spence, discussed successful entrepreneur characteristics and informed Value-Added Resellers how they can embrace them to succeed in business growth.

Thanks to high attendance again this year, the Elo-sponsored CodeZONE offered great networking and partnering opportunities as well as informal demonstrations for both attendees and exhibitors alike.

In addition, BlueStar Canada's team offered guests a presentation by Mark Fraker, BlueStar's VP of Marketing, during which he explained BlueStar FUSION benefits and how they can help VARs and ISVs grow their businesses. A BlueStar FUSION booth was located in the CodeZONE exhibit area where FUSION business-development managers explained and demonstrated how the business-development program can help our customers market their businesses.

Greg Troyer, POS Sales Specialist for Hewlett-Packard Canada, adds his BlueWave 2008 vendor perspective: "I had a great time. BlueStar Canada's event was very well run, organized, and valuable to me and the POS offering from HP. I have been to many events like this and BlueWave now tops my list of events that we must continue to attend."

Also during BlueWave, Metrologic presented BlueStar Canada President Jacques Lapierre an award in recognition of 10 years of outstanding sales and first-rate technical service.

"We place a lot of precedence around this event every year, and I can't even begin to describe how great a feeling it is to receive such terrific feedback from those who attended. We are very excited to move forward along the path that was set at this year's event. Excellent opportunities abound for VARs and vendors alike," says BlueStar Canada President Jacques Lapierre.

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About BlueStar

BlueStar is the fastest growing distributor of POS, Auto ID, RFID, and Mobility products with offices throughout the USA, as well as in Latin America and Canada. We provide a variety of direct avenues for Vendors to inform and guide their VAR Partners in growing their businesses with both educational and business-development services.

Phone: 800-354-9776, ext. 3275
Website: <http://www.bluestarinc.com>
E-Mail: kking@bluestarinc.com
Address: 24 Spiral Dr.
Florence, KY 41042