

**FOR IMMEDIATE RELEASE**

## **Plum Communications and IT World Canada Sign Exclusive Multi-Year Partnership**

**October 1, 2007 (Toronto) Canada...** Plum Communications Inc. (PCI), producer of IT360° Conference & Expo, and IT World Canada (ITWC) announces an exclusive multi-year media partnership agreement. This agreement is designed to establish a unique relationship by including IT360° as part of the ITWC event roster.

“We are excited to partner with IT World Canada to create and develop the key strategic IT event in Canada”, said Bruce Cole, president of Plum Communications. “ITWC is a media powerhouse with access to the top 75,000 IT professionals across Canada and over the past 25 years has earned the respect and trust of the Canadian markets in which they serve.”

Andrew White, president of IT World Canada, states, “The agreement provides IT World Canada an opportunity to maintain its brands through this high profile event. IT360° represents a multi sector approach to IT that matches our readership and mandate. Live events continue to be an important building block to the success of our media enterprise and IT360° will compliment our stable of events.”

The PCI staff has already begun to work closely with ITWC. Cross promotions include IT360° advertising in ITWC print publications, website and newsletter banner ads, as well as direct mailing the conference brochure and including it with all other circulation methods. PCI has incorporated ITWC as the event’s Media Partner in all IT360° marketing initiatives.



### **About: IT360° CONFERENCE AND EXPO**

IT360° Conference and Expo, *Cultivating Innovation in Technology*, is an IT360 Inc. ([www.it360.ca](http://www.it360.ca)) event managed by Plum Communications Inc. working in partnership with IT World Canada. Plum Communications Inc. is a leading Canadian organizer of community-based IT events since 1984 focusing on what companies are doing and how IT professionals are implementing new systems. *Cultivating Innovation in Technology* addresses the critical issues facing the industry while providing realistic strategies to enable the implementation of the best and most cost efficient solutions. [www.it360.ca](http://www.it360.ca)



### **About: IT WORLD CANADA, INC.**

An affiliate of IDG (the worlds largest publisher of IT information), IT World is the leading information resource for Canadian IT professionals, publishing global brands such as CIO Canada, NetworkWorld Canada and Computer World Canada, Canadian specific brands such as CIO Government Review, Direction Informatique, Computer Dealer News, as well as online properties [itworldcanada.com](http://itworldcanada.com), [itbusiness.ca](http://itbusiness.ca), [intergovworld.com](http://intergovworld.com) and [PCWorld.ca](http://PCWorld.ca). [www.itworldcanada.com](http://www.itworldcanada.com)

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