

# PRESS RELEASE

## TOP BRANDS LAP UP SPONSORSHIPS

**Compass 2010-11 receives overwhelming response from trade and industry**

Dec 24 ,Kolkata, India : Eastern India's largest IT fair COMPASS 2010-11 would be held from January 28 -31, 2011 at the Netaji Indoor Stadium , Kolkata. The flagship annual exhibition of the Computer Association of Eastern India ( COMPASS ) , this year the event will witness several new product launches and will provide an excellent opportunity for consumers , channel members , distributors and OEMs to meaningfully engage in finding '**Solutions - End to End** ' , which is the theme of the 14 th edition of the exhibition .

*'We are delighted with the response that we have received from OEMs , brands and our members for taking part in this event. The exhibition comprising of 100 stalls and 20 pavilions is completely sold out and we will have another grand show this year', said Pradip Biyani, Chairman of the Exhibition.*

*"DELL is the main sponsor of this years event . Microsoft and HP are the co sponsors. Seagate is the Awards night sponsor. There are several Associate sponsors also. Almost all*

*major brands are participating and show casing their latest products ," said P.L Suhasaria, Convener of the exhibition.*

*"This year we are doing a pre event channel yatra in 20 locations in Eastern India to invite channel partners and end customers . All associations in Eastern India are being invited for a round table meeting to discuss and deliberate on the road ahead for the channel community ," said Pawan Jajodia , spokesperson and former President of COMPASS.*

*"Our members have once again demonstrated their exceptional team spirit and leadership skills and we all are looking forward to a very grand show including the Awards Night program on the 30th January, 2011. ," said Rajiv Poddar , Secretary of COMPASS.*

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**About us :** COMPASS is an association of IT channel partners and entrepreneurs in Eastern India . Members of COMPASS and partner associations represent over 80% of channel sales in the region and have a significant contribution in promoting