



***Massive Events Co. launches to produce the Massive Technology Show independently***

**Vancouver, BC, 1<sup>st</sup> March, 2006:** The Massive Technology Show, Vancouver's signature annual event showcasing the best in technology, promises to be better than ever in the years to come with staff dedicated 100% to the production year-around.

Former CEO of myZone Media and co-founder of Techvibes.com, Lindsay Smith, has founded Massive Events Co. and acquired management of the event. Under Smith's leadership, Massive Events' core focus over the next 3 years will be to build on the success of the Massive Technology Show, attracting high profile thought-leaders to speak at the conference and leading technology companies to participate in the tradeshow.

Massive is a three-part interactive forum that showcases technology to the general business community, and connects tech-industry leaders with business decision-makers from various sectors including education, film, professional services, and retail. The topics featured at Massive include an overview of Internet marketing tools and strategies, advice for competing and succeeding in an ever-changing online global marketplace, cutting-edge wireless applications and tools, and software solutions to help businesses eliminate redundancies, save time, and cut costs.

Smith's future plans include the expansion of the tradeshow into other Canadian cities, including Edmonton and Toronto. "The benefits of dedicated management to Massive will be noticeable immediately," says Smith, who's been running the show for since its inaugural year in 2005 years as part of her role at myZone Media and Techvibes.com. "The team is applying a wealth of experience from previous years to improve the event's content and customer service." Through these focused efforts, Smith intends to make Massive a more dynamic experience for participants and attendees alike.

Each year, Massive attracts over 4000 attendees and boasts a roster of recognizable sponsors including Rogers, Blackberry, Telus, Adobe, Geek Squad, and HSBC. It is estimated that the upcoming show in 2007 will feature over 200 exhibits, a more than 20% increase from 2006's exhibitor list. The exhibits, as well as a full schedule of speaking events and demonstrations throughout the day, will be housed this coming year in the exhibit halls of Canada Place.

Massive 2007 will be held at the Vancouver Convention and Exhibition Centre on March 28, 2007. Scheduling, sponsorship information, and registration are currently available online at [www.massivetechshow.com](http://www.massivetechshow.com).

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**About Massive Events Co.:** Massive Events, launched in March 2006, is owned and operated by Lindsay Smith, former CEO and co-founder of Techvibes.com. Located in Vancouver, British Columbia, Massive Events is the producer of the Massive Technology Show, Canada's largest technology event.

Prior to Massive Events, Lindsay was the CEO and co-founder of Techvibes.com, a company that markets high-tech companies to the masses. Drawing on extensive experience in communications and information technology, Lindsay used forward innovative methods for helping companies grow their business by using both new and established technologies. Lindsay's additional experience is varied and strong, and includes the position of Marketing Director for other mentionable dot com start-ups (Netgenetix Media, Clubvibes.com, and Clubzone.com). In this capacity, Lindsay enhanced her online and offline marketing skills to develop an international marketing model for the company's expansion. Her responsibilities further included the building and maintaining of strategic alliances, event planning, and brand building.

Since university Lindsay's experience has been rooted in the high-tech sector. Along with eleven other colleagues, Lindsay previously co-founded GeekRave Productions in order to build more networking opportunities in the height of the tech boom. Originally Director of Public Relations and quickly promoted to President for the association, Lindsay and her team successfully attracted thousands of people to each event. Considered an expert in her field, Lindsay has been quoted countless times by local and national media. She holds a Bachelor of Applied Sciences from Simon Fraser University and resides in Vancouver, BC. In her spare time, Lindsay volunteers as the National President for Wired Woman, a Canadian association for women in technology.