



**FOR IMMEDIATE RELEASE**

**CONTACT:** Lynne Weiss  
1137 State Route 43  
Suffield, Ohio 44260 USA  
866.9IAITAM  
media@iaitam.org  
www.iaitam.org

**IAITAM Announces Gold Sponsors HP and Novell  
at the IAITAM 2007 Annual Conference and Exhibition**

Suffield, Ohio (September 18, 2007) - International Association of Information Technology Asset Managers, Inc. ("IAITAM") announced today the purchases of Gold Sponsorship Packages by HP and Novell in support of the IAITAM 2007 Annual Conference and Exhibition November 7 – 9, 2007 in Rancho Mirage, California.

IAITAM President Barbara Rembiesa enthusiastically stated, "I am thrilled to have companies of the stature of HP and Novell recognize the importance of IAITAM and its members to the overall IT community by lending their support through their sponsorships of the IAITAM 2007 Annual Conference and Exhibition." She went on to state that through their sponsorships they will not only be forefront in the minds of the IT decision makers of companies of every size, they will also get the opportunity to make a personal connection to each and every attendee.

Roger Mallett, Senior Solutions Architect, Software at HP, stated, "HP is delighted to support IAITAM at its 2007 Conference, as it excels in bringing experts together and promoting innovation. IAITAM has become the foremost independent organization for the promotion of asset management best practices and as a provider of qualification training for individuals on a worldwide basis. Companies would greatly benefit from having their staff trained and qualified in asset management skills by IAITAM."

Additional sponsors of the IAITAM 2007 Annual conference and Exhibition include Silver Sponsors CA, Minerva Enterprises, USU AG, Redemtech, Inc. and Axxess International Inc., and Bronze Sponsors ManageSoft Corporation and Intechra.

The IAITAM 2007 Annual Conference and Exhibition will be held November 7 – 9, 2007 at the Rancho Las Palmas Resort & Spa in Rancho Mirage, California. It is a 3-day conference where CIOs, IT Asset Managers, IT Professionals, Finance Managers, Procurement Professionals, Compliance and Licensing Professionals and Legal Professionals come together to explore the latest in IT Asset Management and its effects on business operations and profitability. The Conference fulfills the needs of the IT Asset management professional with educational lectures, workshops and networking opportunities. Limited sponsorship opportunities are still available.

Novell delivers infrastructure software for the Open Enterprise. Novell is a leader in enterprise-wide operating systems based on Linux and open source and provides enterprise management services to operate mixed IT environments. Novell helps customers minimize cost, complexity and risk, allowing them to focus on innovation and growth.

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## ***About IAITAM***

IAITAM is dedicated to meeting the needs of IT Asset Management professionals, including but not limited to Software Asset Mangers, Hardware Asset Managers and Information Technology Asset Managers, in their search for a centralized organization devoted to expanding and codifying information and knowledge within the IT Asset Management field. IAITAM fulfills the needs of the IT Asset Management professional for credible education through advanced training, multi-faceted certification, documented professional experience and the establishment of standards for Industry Best Practices. IAITAM also serves to empower professional Software, Hardware and Information Technology Asset Managers with the knowledge they need to enhance the IT discipline and its contribution to the overall success of organizations of every size, in every industry, around the globe. Servicing members and clients throughout the world, IAITAM is uniquely qualified to serve the educational, business, career and IT needs of all of its members and clients d, whether they are a small business, a multi-national corporation or a non-profit organization.

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