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## **AMCON AND CAZBAH SIGN JOINT MARKETING AGREEMENT**

*Partnership provides growth opportunities for both companies*

**Rochester, NY February 14** -- AmCon Design and Contract Manufacturing Expo and The Cazbah Total Internet Marketing Solution have formalized a working relationship by signing of a joint marketing agreement.

Under the terms of the agreement, Cazbah will design, develop, update and manage a new dynamic Web presence for the AmCon Expos. Cazbah will also provide extended services related to search engine optimization (SEO). AmCon will provide Cazbah with the opportunity to exhibit at its numerous trade show locations including, Orlando, FL, Seattle, WA, Denver, CO, Minneapolis, MN and Houston, TX. The companies have agreed to work jointly on their marketing activities in order to present a unified message to the attendees and exhibitors at the AmCon Design and Contract Manufacturing Expos throughout the year.

"We were impressed with the people of Cazbah from the moment that we first met them," said Kevin Woods, CEO & President of AmCon. "They have demonstrated a thorough understanding of the unique situations that small manufacturers face when trying to use the Internet to generate new business," he went on to say. "The fact that we serve the same markets, in a complimentary fashion, made the decision to work together a no-brainer."

For nearly 25 years The AmCon Expo has catered to small manufacturers and engineering companies that design, prototype and manufacture parts for other larger companies under contract. These regional trade shows, held numerous times throughout the year, serve as an ideal opportunity for buyers and product engineers to meet personally with high-quality contract manufacturers who provide machining services, electronic components, assemblies, castings, patterns, molds, fabrication as-well-as tool & die, forms and fixtures.

Since 2001, Cazbah has been providing small businesses with everything that they need to succeed on the Internet. The company offers a comprehensive Web marketing solution consisting of technology that is robust, high-functioning and easy to use, work processes that are documented and proven successful and dedicated services and support on the part of Internet Marketing experts at the firm.

"We believe that marketing provides the means to the sales end," said Charles Broersma, founder and CEO of Cazbah. "Our job is to generate qualified sales leads using the Internet as our primary resource," he went on to say. "When it comes to sales, there is no substitute for direct, personal relationships."

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“Our tradeshow give exhibitors the opportunity to meet face-to-face with qualified decision makers,” Woods said. “These are buyers who bring blue prints and plans to the show in order to find manufacturers to produce them.” “Our job is to shorten the selling process and create a networking environment that gives exhibitors the opportunity to get in on the ground floor with engineers at the early stages of product development,” he went on to say.

“We chose to partner with AmCon because of the types of American small businesses that they serve,” Broersma said. “These are manufacturers who service a variety of industries including, aerospace, automotive, defense, energy, food processing and transportation to name just a few,” he explained. “We’ve helped the same types of companies exceed their revenue and income goals for more than 10 years now,” he explained. “Forging a relationship with AmCon to support these markets together made complete sense.”

### **About CAZBAH**

CAZBAH is a 10 year old Internet Marketing company supporting hundreds of small to medium sized businesses located throughout the US and Canada, providing a comprehensive solution to the Internet Marketing needs of its customers. For information and interviews contact David Wilson at (585) 869-0909, [dwilson@cazbah.net](mailto:dwilson@cazbah.net). Go to [www.cazbah.net](http://www.cazbah.net).

### **About AmCon**

AMCON Design and Contract Manufacturing Expo is a working tradeshow that occurs in numerous cities throughout the year, catering to engineering firms and contract manufacturers, providing a location for companies to meet and engage with buyers and specifying engineers from larger manufactures seeking to contract their services. For more information and interviews contact Kevin Woods at (585) 458-2200, [kwoods@greatlakesevents.com](mailto:kwoods@greatlakesevents.com). Go to [www.amconshows.com](http://www.amconshows.com).

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