



For Immediate Release

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ESWC Announces 2007 Software Conference and Award

The seventh annual European Software Conference will be held at the Cologne Marriott Hotel in Cologne, Germany on November 3 and 4, 2007.

The two day conference features panel discussions and presentations from software industry professionals worldwide. All of the presentations are in English.

The conference focuses on topics that are vital to software developers who use the try-before-you-buy approach to marketing their applications. This year's keynote speaker will be Asa Dotzler, an instrumental person in the success of Firefox.

Seminar subjects include search engine optimization, building customer trust, designing a Google AdWords campaign, implementing software protection tools, delivering effective installation packages, and designing web sites that sell. Several well-known, successful software developers will share their experiences and advice on marketing and sales.

This year's European Software Conference will feature the second Epsilon Award, an annual recognition of outstanding Windows, Mac and Linux software developed for business or home use. Nominations for the award are open until Sept 4, and may be submitted on http://www.euroconference.org/Epsilon_Vote.htm

Voting will take place in September and October, with the winner being announced at the conference. Prizes include a statue of recognition, 300 Euros, a professional press release campaign from DP Directory for the winning software package, and lifetime admission to future European Software Conferences.

The registration fee for the two day conference, including lunches, is 130 Euros (after that, 150 Euros) if you register before August 31, or 50 Euros without lunches if you register before October 1. Additional information about the Epsilon Award, and about the European Software Conference, can be found on <http://www.euroconference.org/>.

The conference is organized by the ESWC e.V., a not-for-profit foundation devoted to providing educational opportunities to software developers.

The current sponsors include Microsoft, Plimus, Digital River, Avangate, Tucows, the Association of Shareware Professionals, DP Directory, Inc., Feedforall, Digium, Shareware Promotions, SwiftCD, JGSoft, Riverblade, SIC, Wibu, Aisip, Edu-Soft, Emurasoft, Safarisoft, Submitsuite and TTS-Company.

Applications for sponsorship are possible through October 2007 on <http://www.euroconference.org/sponsor.htm>

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David Boventer, the European Software Conference's Executive Director, is available for telephone interviews. Please contact him by phone on +49 2234-950310 or +49 170 9742506. Mr. Boventer is located in Germany, and speaks fluent German and English.