

Staples, Comcast Sign On as Sponsors for Home Office Expo

New sponsors bring powerful marketing exposure to premiere event

BOSTON, MA (SEND2PRESS NEWSWIRE) – South Street Media announced today that Staples and Comcast Workplace have joined the growing list of sponsors for the premiere Home Office Expo (www.HomeOfficeExpo.com), being held June 2-4, 2006, at the Bayside Expo Center in Boston, signing on as title sponsors for the event.



Send2Press® Newswire “The

support we have received from Staples, Comcast Workplace and our other show sponsors, including Sovereign Bank, The Boston Globe and Greater Media, shows that there is a need and an audience for this event,” says Jeff Cooper, CEO of South Street Media, producers of the Home Office Expo. “We are very excited about this announcement. The marketing support Staples and Comcast Workplace are providing through this agreement will help ensure the success of the show.”

As sponsors, Staples will provide consumer outreach for Home Office Expo by including printed promotional displays and promotional discounts in all retail shopping bags throughout all of their New England store locations. At the show, they are sponsoring a pavilion for key suppliers and are the exclusive provider of the Boston Globe Special Rewards prize pack.

Comcast Workplace is providing advertising for Home Office Expo on various

networks, including HGTV, CNBC, MSNBC and more. They will distribute promotional outreach to their subscribers and will develop various cross promotional event outreach.

The Home Office Expo is a brand-new consumer event designed to bring together teleworkers and home-based professionals with manufacturers and providers of office supplies, communications, connectivity, hardware and software, fulfillment, insurance, accounting services, legal services, design services and technical support services. The show floor will be populated with companies offering a wide variety of goods and services for the home office worker, including office supplies, telecommunications equipment, and business opportunities and services. In addition to the exhibit floor, there will be an educational component that will focus on improving efficiency and increasing productivity.

The Home Office Expo is sponsored by Staples, Comcast Workplace, Sovereign Bank, The Boston Globe and Greater Media (96.9 FM Talk). Additional sponsorship opportunities are still available. For information, contact Jodi Araujo at 484-625-4331.

For more information on the Home Office Expo, visit www.HomeOfficeExpo.com, or contact Jeff Cooper at (484) 625-4313.

All trademarks acknowledged.

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