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**FOR IMMEDIATE RELEASE**

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**BlueStar Sets Date for VARTECH Canada 2010 in Montreal, Quebec**  
VARTECH expands global reach in Canada; registration opened March 18.

**Hebron, KY**, March 22, 2010 - On March 18, 2010, BlueStar opened its VARTECH Canada 2010 registration, at <http://vartechcanada.com>. This highly anticipated conference is set for June 7-8, 2010 at the Hyatt Regency Montreal, in Montreal, Quebec.

VARTECH is the #1 tradeshow for vendors and resellers of ADC, Mobility, POS, RFID, and Security technologies. It was designed to provide a world-class venue that fosters collaboration and promotes a healthier channel environment between all partners. This year, attendees will be invited as an industry to THINK Opportunity, THINK Partnerships, and THINK Return-on-Investment.

Activities include one-on-one product demonstrations in the renowned CodeZone exhibit hall, phenomenal networking opportunities, and new educational workshop sessions presented by best-of-breed hardware, software, and solution providers. BlueStar partners will have the opportunity to exchange ideas, explore new revenue generating models, and enroll in new supplier programs. All activities will occur within the Complexe Desjardins, which is adjacent to the host hotel, Hyatt Regency Montreal.

"VARTECH has always drawn a large crowd," says Serge Poutchigian, BlueStar Canada Marketing Manager. "With the addition of VARTECH Canada, our Canadian value-added resellers will have the opportunity to expand their global network and meet with even more technology experts and vendors."

"We look forward to the opportunity to reconnect and exchange ideas with our long time partners", says Jacques LaPierre, President of BlueStar Canada. "VARTECH Canada was conceived to be a series of networking activities, for our industry's friends, partners, and the BlueStar team. We are excited to bring back our country's annual VARTECH event, a long-standing tradition."

Interested VARTECH exhibitors and value-added resellers should contact Serge Poutchigian at [serge@bluestar.ca](mailto:serge@bluestar.ca) or 1-800-317-2323 for details.

**About BlueStar**

BlueStar is the leading global distributor of solutions-based ADC, Mobility, Point-of-Sale, RFID, and Security technology. BlueStar works exclusively with value-added resellers, providing them with complete solutions and business development support. The company brings unequalled expertise to the market, offers award-winning technical support, and is an authorized service center for a growing number of manufacturers. For more information about BlueStar value-adds for VARS and independent software developers, please contact

a BlueStar Account Executive at 1-800-317-2323 or visit [www.bluestarinc.com](http://www.bluestarinc.com).

**About VARTECH**

BlueStar established VARTECH conventions and educational tradeshow over a decade ago and has since grown to be the #1 tradeshow for vendors and resellers of ADC, POS, Mobility, RFID, and Security technologies. VARTECH is a combination educational conference and trade show that constructively unites industry value-added resellers, manufacturers, and solution providers, with one purpose - the cultivation of relationships. It was designed to provide a world-class venue to promote a healthier channel environment and foster collaboration between all partners. [www.vartechcanada.com](http://www.vartechcanada.com)



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