



FOR IMMEDIATE RELEASE:

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### **MeritDirect Appointed As List Manager of Three New-to-Market Lists from Everything Channel!**

(WHITE PLAINS, NY – Effective immediately) – MeritDirect has been selected as list manager for three new-to-market files from Everything Channel, a division of United Business Media.

- [Vision Channel Events from Everything Channel](#) | Universe 8,500+
- [Vision End-User Events from Everything Channel](#) | Universe 29,000+
- [Vision Events Masterfile from Everything Channel](#) | Universe 37,000+

**Vision Events**, a division of Everything Channel, is a leading producer of highly focused business events that bring resellers and end users together with leading and emerging vendors in private boardroom appointments and case study presentations to form strategic partnerships and secure new business in the technology sector.

These qualified event attendees are some of the most influential professionals in their respective markets. They are active, responsive and consistently the first to the table when it comes to up and coming technologies, services and products. Target them by event industry focus including the following: Healthcare, Retail, Printing and Imaging, Government, and Mid-Size Enterprise. This file is available with both postal and telemarketing media channels.

For additional information from MeritDirect, please contact [Anthony Carraturo](#) at 914.368.1083.

About MeritDirect:

MeritDirect is a recognized leader in the B2B and B2C direct marketing industry, offering marketers integrated marketing solutions with an array of products and services. Mailers and list owners achieve a superior return on their marketing investment through MeritDirect's list brokerage, list management, customer list enhancement and optimization, marketing databases and interactive services.

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