

VisiStat CEO Jim Bennette To Speak At DemandCon 2011

Web analytics visionary to join other industry leaders to headline top Internet event from 1:45 – 2:15 p.m. on May 19, 2011.

San Jose – May 16, 2011 – VisiStat, the leading provider of simplified Internet-based solutions for web analytics, campaign tracking, and lead generation, today announced that company CEO Jim Bennette will be a featured speaker at this year’s DemandCon trade show in San Francisco, California on Thursday May 19.

“Mr. Bennette’s participation in the event is going to add a tremendous amount of value to the conference,” says DemandCon co-founder Shawn Elledge. “Participants will leave the conference better educated and more prepared to deliver value to the companies for which they work and to those they serve.”

“VisiStat is extremely proud to be associated with such an elite group of industry leaders,” says Bennette. “We are looking forward to not only sharing our knowledge with event participants but to learning from the other savvy leaders who will be participating in this important industry event.”

DemandCon participants are more than attendees – they are part of an interactive and ongoing community. DemandCon participants are knowledgeable marketing and sales professionals and practitioners who want to advance their understanding of demand generation, lead management and sales and marketing alignment.

Attendees will include:

- Corporate Marketing and Sales Professionals
- Advertising and PR Professionals
- Marketing Technology and Service Providers
- CRM and Database Providers
- Business owners looking for ways to Drive Revenue Rapidly

DemandCon will be held on May 18 and 19, 2001 at the Hilton San Francisco Union Square, located at 333 O'Farrell Street, San Francisco, CA 94102. For more information, please visit www.demandcon.com.

About VisiStat

VisiStat's web analytics/customer intelligence platform that captures complex analytical data in real-time, and simplifies it specifically for SMB/SME organizations, enabling well-informed business decisions that increase sales opportunities and maximize online marketing effectiveness. For more information, please visit www.visistat.com, call 408.458.9981 or e-mail info@visistat.com.

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