

Distinguished Members

Platinum

Digital Equipment Corporation
IBM Corporation

Gold

InterSystems Corporation
Micrometrics Design Corporation

Silver

Antrium Corporation
DataTree Inc.
Greystone Technology Corporation
SAIC (San Diego)
System Automation Technology

Bronze

Arnet Corporation
Brigham & Women's Hospital
Collaborative Medical Systems (CoMed)
Coltec Systems, Ltd.
CompScientia Informatica Technologia, Ltda.
The Computer Company
CyberTools, Inc.
Data Innovations, Inc.
Data Methods, Inc.
Educational Systems, Inc.
KB Systems, Inc.
Kennedy Memorial Hospitals
McIntyre Consulting, Inc.
MDS Laboratories
Motec, Inc.
* MUMPS AudioFAX, Inc.
Omega Computer Systems, Inc.
Paragon Training, Inc.
Patterson, Gray & Associates
Rubicon Corporation
Sentient Systems
Stratum Computers, Inc.

Platinum Corporate Membership \$10,000
Gold Corporate Membership \$ 5,000
Silver Corporate Membership \$ 2,500
Bronze Corporate Membership \$ 1,000

* NEW

BRIEFINGS PUBLIC RELATIONS

M Technology Is Going to COMDEX Next Spring

by Peggy Hoffman



Peggy Hoffman

Do you know about COMDEX? It's the world's #1 computer and communications show for resellers and corporate decision makers. COMDEX will attract more than 100,000 people from around the world to see the latest in computer technology when the spring show takes place May 24 to 27, 1994, in Atlanta. When the meeting goes visit the COMDEX exhibit floor, they will see our technology among the biggest and brightest. And do we intend to shine!

What will these decision makers see? An M Technology exhibit, complete with exciting applications and all the bells and whistles available, that introduces attendees to M and its related technologies. We will take the message of M and what it can do directly to the people responsible for choosing systems and software for businesses, government, and organizations from around the world.

We're excited, too, because the real stars of the show will be the MTA people involved. The workers and funders, led by a dedicated group of Distinguished Members, are reaching into their pockets and their work schedules to put together the COMDEX booth, along with an advertising and direct mail campaign. Leading the "pack" are: Digital Equipment Corporation; InterSystems Corporation; Micrometrics Design Corporation; Greystone Technology Corporation; Arnet Corporation; Collaborative Medical Systems; CyberTools, Inc.; Educational Systems, Inc.; McIntyre Consulting, Inc.; Motec, Inc.; Patterson, Gray & Associates; and Sentient Systems.

These companies are jointly funding this project to raise the awareness of M Technology in the computer world as part of an overall industry program to expand the market. The bottom line for MTA members is a stronger industry, which translates into job growth and security, an invigorated technology, and acceptance among your non-M peers.

This COMDEX campaign is just one way we work for you. If you want to know more about the industry promotions program, contact MTA at 301-431-4070. There are many ways you can get involved. Sponsor the COMDEX campaign or the full promotions program by becoming a Distinguished Member. We also need companies willing to work with us in developing story ideas and articles for the press.

COMDEX here we come . . .

Peggy Hoffman is MTA's public relations director. She manages the organization's industry promotion and Distinguished Member programs in addition to other PR functions. Hoffman has extensive experience in marketing and public relations, which includes lecturing and writing.