

PRESS RELEASE

Hall Web Services, Inc.

Hall Web Services To Present at Sage Insights National Technology Conference

May 5, 2009

Portland, Maine – Hall Web Services, a [web design](#) and [internet marketing](#) company, today announced that they will be speaking at Sage Insights 2009 in Nashville, Tennessee, an annual conference for Sage business partners. Hall will be presenting at three sessions: Beyond the Hype: Social Networking Marketing for B2B, Marketing SalesLogix: Maximizing Your Web Presence, and Using ACT! to Supercharge Your Marketing. All sessions will focus on using social networking marketing and internet marketing to reach business-to-business buyers.

"As traditional marketing methodologies become less effective, reaching business-to-business buyers online involves a whole new approach to marketing," said Tom Hall, President and CEO of Hall. "B2B companies now have the opportunity to define their own economic sector, expand their reach, and build meaningful business relationships using all the tools available, such as social networking and internet marketing."

Hall's main presentation, *Beyond the Hype: Social Networking Marketing for B2B*, will give practical tips for businesses interested in getting started with social media and using it successfully to market their business. Those who miss the event will be able to see slides up on Slideshare.net, and one-page getting started with social media sheets will be available at Hall's tradeshow booth. Hall will also be interviewing attendees about their experience at Insights and posting daily updates to YouTube and participating actively in the #Insights09 conversation on Twitter.

The annual Sage Insights conference provides strategic, informational and networking opportunities to Sage business partners via trade show exhibits, Sage executive keynote addresses, partner-driven information sessions and more. Insights 2009 will be held on May 11-14, at the Gaylord Opryland Resort and Convention Center in Nashville, Tennessee. This year's conference will include keynote addresses from Sage's CEO, CTO, and general managers, with a special appearance by baseball Hall of Famer Cal Ripken, Jr. For more information on Sage Insights 2009, visit <http://www.sageinsightsconference.com>.

"Adjusting to the dynamic shift of presentation-driven marketing to conversation marketing will be essential for businesses to continue growing in these difficult economic times," Tom Hall continued. "We look forward to helping businesses make the fundamental change in thinking and tactics to effectively market in the new research-driven B2B buying cycle."

About Hall Web Services

Hall Web Services of Portland, Maine partners with small to medium sized businesses to grow their businesses through the creation of a comprehensive web strategy. Hall's services include web design and development, managed hosting, internet marketing, inbound marketing strategies and multimedia production.