



VigLink Announces Line-Up for ForumCon Chicago, the Online Forum Event of the Year

Hundreds of Top Forum Owners, Affiliate Marketers, and Advertisers Will Gather in Chicago on September 27th For the One-Day Event Dedicated to Growth and Monetization Strategies for the World's First Social Network: the Online Forum

CHICAGO, IL - September 15, 2011 – VigLink, the company that monetizes the web's most compelling content, today announced the full line-up for [ForumCon Chicago 2011](#), the world's first and only conference dedicated to managing and monetizing online forums. Keynote presentations will feature some of the Internet's top thought leaders including JJ McCarthy, Director of the eBay Partner Network, and Jeremy Liew, Managing Director of Lightspeed Venture Partners. Panels will focus on best practices to increase [forum monetization](#), the issues surrounding the affiliate nexus tax, best practices to value, buy or sell a forum business, how to optimize a forum's design, and what the future for forums holds. Panels will feature executives from top companies and publications including Groupon, Internet Retailer, VerticalScope, Internet Brands, CrowdGather, Lithium, Vortex Media Group, VigLink and many more. A full agenda can be found by visiting www.forumcon.com/agenda.

"ForumCon sets the agenda for the industry's growth, social media, and [monetization strategies](#)," said Oliver Roup, founder and CEO of VigLink. "This year will be no exception. We'll pick-up where we left off at ForumCon San Francisco, our sold-out west coast event held in February, and showcase the companies and individuals that are defining the industry."

ForumCon Chicago will equip its select group of attendees with a roadmap to help their forums and social communities improve their growth and success. Attendees that are newer to the forum space will learn [how to launch and optimize their forum](#). Forum experts will learn best practices to become a top-tier forum, and how to more successfully leverage their forums' traffic. The event will also touch on some of the more controversial issues in Internet marketing, including the affiliate nexus tax legislation being considered in several states. Zak Stambor, Senior Editor at Internet Retailer, will moderate a panel comprised of merchants and affiliates discussing the ongoing issues surrounding the affiliate nexus tax.

"Arguably, forums are the original and [most profitable form of social media](#)," said Ray Lyle, president of VigLink. "Forums are highly valuable because they have highly engaged and loyal user bases actively discussing products and services. Advertisers try to reach consumers when they are thinking about making a purchase or talking about their products, and it is this activity that makes forums so valuable to marketers and advertisers."

The one-day conference will take place on Tuesday, September 27, 2011 at the world-renowned Merchandise Mart. Attendees can receive \$50 off the cost of registration (\$149) by purchasing tickets prior to September 20, 2011 using promo code PR. The cost of registration includes entrance to all sessions and exclusive admittance to a cocktail and networking party directly following the event. Complimentary press passes are available to media and analysts by sending a request to anna@forumcon.com. Full details, and a latest agenda, can be found by visiting www.forumcon.com.

About ForumCon

ForumCon is the world's first and only conference dedicated to meeting the needs of forum owners, website owners whose sites include a forum-component, and advertisers seeking their target customers through social media. ForumCon sponsors include VigLink, Huddler, Boardreader, Tapatalk, postrelease and VerticalScope.

Information on how to register for an upcoming event can be found at www.forumcon.register. Latest news can be found by liking ForumCon on www.Facebook.com/ForumCon or following us on www.twitter.com/ForumCon.

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