



For Immediate Release

JSA's Telecom Exchange Invites Technology Companies to Enter Second Annual 'Tech Boss' Contest

Following its Success in 2015, the 'Tech Boss' Contest Provides Technology Companies the Chance to Win Free Event Exhibition and Public Relations Services

MIDDLEBROOK, VA - April 19, 2016– [Jaymie Scotto & Associates \(JSA\)](#), the preeminent marketing, public relations and event-planning firm serving the telecommunications and technology industries, and host of [Telecom Exchange \(TEX\)](#), the premier industry networking event 'where communications and technology meet', today announces the Second Annual '[Tech Boss](#),' a contest inviting tech companies to demonstrate why their services and technologies are innovative, creative, and community-minded.

A total of five (5) finalists will be chosen from the pool of submitting companies to receive a free exhibit space at TEX NYC, taking place June 21 and 22, 2016 at Cipriani Wall Street (valued at \$1,000 each); and one (1) Grand Prize winner will be announced in front of over 600 telecommunications and technology executives at the TEX event. The Grand Prize winner will also receive a public relations and promotion package valued at \$10,000 USD, which includes:

- One (1) press release, announcing the company's top news, written by JSA, approved and distributed to JSA's tech focused media list
- Social Media distribution of your news, to over 350K tech and media leaders
- One (1) post of your news on Telecom News Now (TNN), the tech and telecom blog with over 90K visitors
- One (1) Competitive Analysis Report – comparing the winner's company news and social media reach with up to 5 top competitors
- One (1) Website Traffic Analysis Report providing an overview of active users coming to and from winner's website, including information such as user demographics, main channels through which views are acquired, and general user behavior trends
- JSA will assess company's major website traffic benchmarks, such as spikes and dips in sessions, and will recommend strategies for overall traffic and SEO improvement
- Telecom Exchange branding will include a free exhibit space, the company's representative coming to the podium to receive the 'Tech Boss' award and an on-site JSA TV video interview

2015 'Tech Boss' finalists included Grand Prize Winner, [COSIGN](#), and finalists H2O by Overgroup, Scopio, Nineteenth Amendment, and Keep Up.

"Based on the high-caliber of entries we received from tech companies in 2015, we are very excited to announce this year's contest and to celebrate yet another rising star in the tech industry," states [Jaymie Scotto Cutaia](#), CEO and Founder of JSA. "TEX NYC serves as a most opportune setting for our telecom and tech community to acknowledge and support some of the most innovative and community-minded tech companies in Silicon Alley and beyond. We look forward to meeting the the top finalists this year at TEX."

'Tech Boss' is open to growing and established technology companies who illustrate that social innovation is part of their companies' DNA. Entries will be judged on creativity of technology, overall effectiveness, and community impact. The companies must be headquartered in the United States and be a for-profit business in operation for no less than six months. Companies are encouraged to complete the entry form and submit a 2 to 3-minute video showcasing their products/services. All entries must be submitted by Monday, May 16, 2016.

For the 'Tech Boss' contest entry form, visit <https://thetelecomexchange.com/nyc/tech-boss-form/>. For questions, please email events@jaymiescotto.com.

Telecom Exchange NYC will be held on June 21- 22, 2016 at Cipriani Wall Street. TEX exhibit space is selling out at record pace with over 75% of the exhibit tables now sold. Exhibit tables are available on a first-come, first-serve basis; and there are a limited number of sponsorship packages available. For more information, email info@thetelecomexchange.com.

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About JSA

Celebrating more than a decade of success, Jaymie Scotto & Associates (JSA) is the preeminent provider of Public Relations, Marketing and Event Planning services for the tech and telecom industries. Awarded 'Most Outstanding Telecoms PR Agency' by LiveWire for 2015 & 2016, our success is attributed to our skilled JSA team, innovative tools, and established media and industry relationships, allowing us to deliver the finest outreach and brand awareness services available – with measurable return on investment.

Our clients enjoy 'insider access' to the top reporters, bloggers, analysts and thought leaders shaping tech and telecom – as well as critical networking opportunities, including JSA's own industry networking event, The [Telecom Exchange](#). We also feature client and marketplace news via [JSA TV](#) (our video newsroom on YouTube), [JSA Radio](#) (our podcast channel on iHeartRadio), [Virtual CEO Roundtables](#) (our monthly panel discussions with top thought leaders), [Telecom News & Trends](#) (our video newsletter) and [Telecom News Now](#) (our industry blog). To learn more about how JSA can elevate your brand, visit www.jaymiescotto.com.

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