



Zoomn, Inc.

Bringing the Footwear Industry Back to Los Angeles

LOS ANGELES, Nov. 30, 2011/[PRNewswire-iReach/](#) -- Zoomn, Inc. announces **LAZR Tradeshow**, a new and innovative bi-annual event poised to set a footwear industry standard. The debut show will be held August 2012 across the world renowned L.A. LIVE Sports & Entertainment District and Los Angeles Convention Center. With prime location in the heart of Los Angeles and endorsed by National Shoe Travelers (NST), LAZR Tradeshow will be a welcome change even for the most seasoned industry veteran.

LAZR Tradeshow, endorsed by National Shoe Travelers, will not only be a comprehensive trade event for Men's, Women's and Children's footwear, but will come full -circle with select footwear and clothing brands marketing direct to consumers via strategically placed retail pop-up shops.

LAZR Tradeshow will offer a rich, comprehensive footwear presence during the three day extravaganza, showcasing a wide variety of footwear, accessories, even select ready to wear brands to round-out the show experience. Retailers will find a fun, convenient destination for all of their buying needs.

Zoomn, Inc. will bring together the International Footwear Industry through its partnerships. LAZR Tradeshow will support and give back to the industry by offering access to full benefits packages through National Shoe Travelers – for shoe people by shoe people.

Leading the charge will be John Ruffo , CEO and Founder of Zoomn, Inc. Prior to spearheading the show, John served as Executive Vice President at ENK International, where he created and managed all aspects of the Footwear business for the ENK footwear group. John also worked as a footwear consultant for Advanstar Inc. and was instrumental in growing footwear within Magic Marketplace - FN Platform. "We saw an opportunity to expand footwear on the West Coast by providing footwear brands and buyers the opportunity to grow and prosper in a fun, unique atmosphere." said John Ruffo of Zoomn, Inc. Our West Coast show is a natural evolution from other trade show endeavors and is certain to be a major success, changing the way footwear trade shows are done."

"The footwear industry has talked about it.....NOW we are slated to build it with best practices acquired from attending shows around the world." John's creativity, experience and network will bring great resources, brands, and energy to the industry enabling attendees to maximize their time and resources.

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