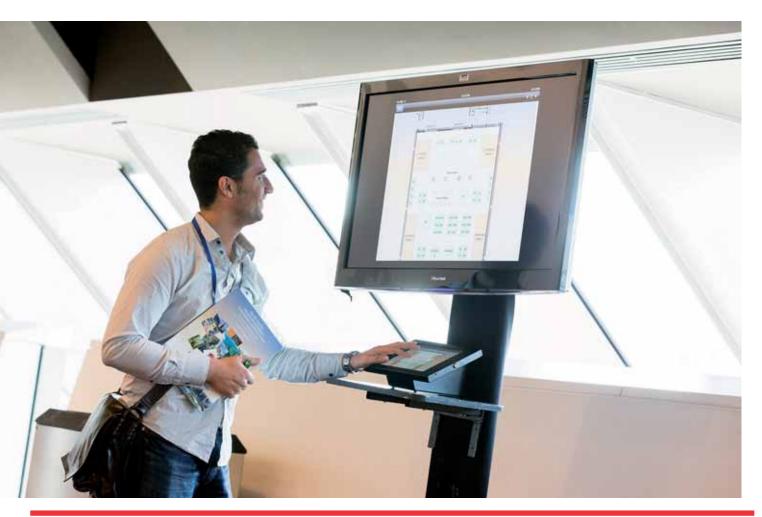# Providing exhibitors
with revenue generating leads

It is no secret that exhibitors attend events in order to find new business, re-establish existing relationships and demonstrate products and services. New tools, marketing methods and communication systems add greater value to an exhibitor's participation; before, during and after the event.

The fully-customisable software integrates with the event's existing website and also offers new and exciting revenue generating products.

Th In recent years, Event Apps have become a dynamic promotional and resource sharing tool that exhibitors have been able to harness and exploit. Recent enhancements to these apps, such as true leads modules (not basic business card capture scanners) which allow real-time lead capture and analysis, have added additional real return on investment for exhibitors.

New Software Platform
GoExpo, founded in 2008, is the tradeshow software designed to bring more qualified buyers to exhibitor booths by matching attendees to their product interests.

It provides a private social networking platform, an online exhibitor directory, interactive floor plan, dashboard emails, newsletters, an online conference/speaker system, show planners, booth contracts, a system for managing VIP/hosted buyer events, segment marketing, social networking, messaging, appointment scheduling, a self-service portal, exhibitor email invitations, 3rd party support, mobile apps, and many other easy-to-use features that enhance the show experience for the attendees, exhibitors and show management.

GoExpo integrates seamlessly with leading event apps, allowing registrants to immediately access the system upon the completion of their registration and exhibitors to immediately access the system upon completion of their booth contract. Using the attendees' demographic profiles, GoExpo's search engine returns recommended exhibitors, products and seminar matches in real-time. Attendees can easily add these recommendations to their planner, or contact exhibitors for more information via the internal GoExpo messaging system.

In addition to traditional sponsorship opportunities, exhibitors can purchase enhanced product listings and entries in an online (or onsite) product showcase. All purchases are handled online through the secure e-commerce interface in GoExpo or can be entered manually when the event wishes to collect payments directly.

For more info visit www.goexposoftware.com

about the author

Darren Edwards is the founder of Invisage Creative Services in Australia. With more than 20 years' experience and knowledge in the meetings and events industry, Darren continues to drive creativity in events and the way they are run.

Contact: info@invisage.net