

MarketArt *Plus* Exhibitor Invites Adds Up To a Better Show

Joint solution makes it easier for exhibitors to invite customers and prospects to shows they're attending.

Alexandria, VA and Potomac, MD— A partnership between Exhibitor Invites and MarketArt was announced recently. The joint solution is an integration of the Exhibitor Invites core product into the MarketArt Exhibitor Dashboard which enables exhibitors to easily execute email marketing campaigns targeted to their own prospects and customers. The Exhibitor Dashboard joint solution also serves as a complete event marketing platform that exhibitors use to coordinate all of their pre-show, on-site and post-show marketing. Exhibitors can see the results of those efforts and keep track of activities they have completed and those tasks they still need to do.

Event organizers are already enthusiastic about this new partnership. “We’ve been long-time customers of both MarketArt and Exhibitor Invites,” said Mark Bogdansky, Senior Director, Exhibit Services. “We love both companies, and we agree that the integration will offer even more benefits to our exhibitors than the two stand-alone solutions. We’re excited to offer this integrated solution to exhibitors at our January 2012 event.”

MarketArt’s You Are Here solution enhances the attendee experience, creates ROI for exhibitors, and generates revenues for event managers by creating interactive maps and directories as well as targeted digital media sponsorships and advertising opportunities. MarketArt solutions help build floor plans, manage booth sales, schedule sessions, create maps, and build directories and advertising solutions – all in one system. These tools can be accessed online, on the show floor, or on your favorite mobile device.

Exhibitor Invites provides an easy – and confidential - way for exhibitors to invite their customers and prospects to the show. By making it easy to invite their own customers and prospects to the show, Exhibitor Invites has proven to be one of the most cost effective ways for event organizers to leverage that broad outreach to increase event attendance. Here are the key benefits:

- Exposure to huge numbers of brand-new attendee prospects (tens of thousands);
- Significant numbers of first-time registrants (hundreds - often thousands);
- Value-added benefit to exhibitors that boosts their own event ROI;
- Personalized telephone outreach to exhibitors offering top-notch customer service and assistance in using the system successfully.

“We’ve always experienced high usage on our map and directory solutions, and our clients are very interested in ways to leverage that participation to add even greater value for both attendees and exhibitors,” said Rob Hamlin, President of MarketArt. “Exhibitor Invites is proven to increase event attendance and increase ROI for exhibitors, and when more exhibitors participate, these benefits grow. The two systems are an outstanding fit and powerful combination.”

Both solutions have separately been proven to significantly impact a show’s success, and the combination of the two represents the best available option for taking a show to the next level, in terms of increasing attendance, improving the attendee experience, increasing exhibitor ROI, and increasing the overall “buzz” before, during and after the event.

“We have always been impressed by MarketArt’s products and their positive impact on the show experience for exhibitors, attendees, and show owners,” said Evan Shubin, President of Exhibitor Invites. “This partnership will result in an increase in the positive impact and results that each of our companies has delivered to our customers.”

Exhibitor Invites and MarketArt products will still be offered separately, as well.

Exhibitor Invites and MarketArt will have side-by-side booths at IAEE’s Expo! Expo! in Las Vegas in December and show managers will be able to see demos of each product line, as well as the new integrated solution.

About MarketArt

MarketArt's You Are Here solutions enhance the attendee experience, create ROI for exhibitors in the form of new leads and sales opportunities, and generate revenues for event managers through targeted digital media sponsorships and advertising. MarketArt solutions help build floor plans, manage booth sales, schedule sessions, create maps, and build directories and advertising solutions – all in one system. These tools can be accessed online, on the show floor, or on your favorite mobile device. The system can replace traditional printed materials and is significantly important to environmentally green shows. Get insight into industry issues at MarketArt's blog and follow @X_Youarehere on Twitter.

About Exhibitor Invites

Exhibitor Invites™ is a proven system for increasing attendance at trade shows. It makes it free and easy for exhibitors to upload their lists with a third-party bonded email distribution service, and send out up to three nicely designed, customized invitations to their customers and prospects. The Exhibitor Invites program is being offered by nearly 70 different shows in 2011.

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