

MarketArt and Presdo Announce Social Maps™

Social Media and Mapping Improves Event Analytics, Professional Networking, and Attendee-Exhibitor Matching

Presdo CEO Eric Ly, a LinkedIn co-founder, and MarketArt President Rob Hamlin announced today the release of a joint technology solution to the events market called **Social Maps** that they believe will answer many challenges that event managers face today.

Social Maps combines MarketArt's You Are Here interactive map, directory and advertising platform with the Presdo Match event networking platform to create a revolutionary interactive social media and mapping solution that will increase the communication and connections among attendees, exhibitors and organizers at events - and will measure, analyze and report on those interactions.

The system is currently deployed at Solar Power International 2011, a major energy industry tradeshow. Users have online access to plan their time and activities on a social media-enabled show floor map and then to communicate and connect with exhibitors in a complete solution suite. You Are Here has provided a great attendee experience and tremendous exhibitor exposure in the past, but this year the addition of Presdo Match enables professional networking and matching at a completely new level.

"The You Are Here system has always been about helping people engage with an event and with other attendees and exhibitors. At any given show we might get literally hundreds of thousands of interactions on our systems, and we do a good job of tracking and reporting those numbers," said Rob Hamlin, MarketArt President. "By integrating You Are Here and Presdo Match, Social Maps allows us to identify exactly "who" is behind each of those touches and provide that data to our clients."

And unlike previous industry attempts at event-specific introduction and matching solutions, Social Maps builds comprehensive information associated with LinkedIn profiles, other social media, and event registration information.

"Applying social media to events makes so much sense for the industry but it has never been done in a way that fits the natural behaviors of the exhibitor and attendee," said Eric Ly, Presdo CEO. "With Social Maps, we now combine maps with attendee, exhibitor and sponsor networking and meetings while gaining better insight into the interactions, delivering a seamless user experience and an integrated solution for show organizers. We are delighted to find an excellent technology partner in MarketArt, who brings a solid industry reputation, a strong management team, and a large portfolio of events."

Social Maps brings both You Are Here's and Presdo Match's attendee-facing, exhibitor-facing and management-facing interfaces together in one place, providing analysis of attendee and exhibitor activity which will help increase event attendance, generate greater sponsorship revenues, and provide an even better user experience for attendees and exhibitors.

About Presdo

Founded in 2007 by a team from LinkedIn, Presdo Inc.'s mission is to increase the value of social networks through face-to-face and real-time interactions. With Presdo's event social networking application, Presdo Match, and Presdo's social scheduling application, Presdo.com, people can effectively manage their face-to-face time at organized events and personal and professional lives. Presdo Inc. is privately-held and headquartered in Mountain View, CA.

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.

For more information, visit: <http://marketart.com/socialmaps>

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