

EXHIBITOR SPOTLIGHT



events locker book smarter.

Our co-founders, Michael Bleau and Jamie Nassar, have previous experience working on the sponsor side of event management, producing marketing tours nationwide for a variety of brands and consumer product categories, including Chase Bank, United Airlines, Pepsi, Disney, Eureka Organic Bread and Gogo Squeez. During their time booking hundreds of events, they realized a need for a web-based platform to communicate with event organizers, as well as a need for a centralized resource to find great events for experiential activations. This, combined with Michael's experience producing Imagine Yoga and Music Festival, led to the development of a platform that would encompass both aspects: a streamlined exhibitor management platform for event organizers, and a marketplace where exhibitors can research and book events.

Give us your 'elevator pitch' about your product/service.

Events locker is an exhibitor management platform for live event space marketplace. Organizers can easily manage exhibitor applications, payments, paperwork and logistics through a clean, intuitive dashboard that also enables batch updates and messaging. They receive new sales leads through an Airbnb-styled, multi-media rich marketplace listing.

Rather than trying to do a little bit of everything just okay, the events locker founders seek to do one thing- exhibitor sales and management, better than anyone else. They believe that the foundation and basis for an event CRM should be the relationship between organizers and exhibitors, and our platform is built around the goal of making it as easy as possible for organizers to grow strong relationships with their vendors.

What new or improved product/service do you have to offer that IFEA audiences need to know about?

a. We are the first exhibitor management platform to offer: digital and customizable event applications, a payment model that allows events to collect money directly to their own bank accounts using payment gateways such as PayPal, Stripe and Authorize.Net, a document manager for receiving and approving paperwork (COIs, food permits, contracts), a logistics portal for sending exhibitor

load in info and onsite contacts, and an advanced messaging system that allows organizers to quickly communicate with one, several, or all of their exhibitors.

b. Our nationwide marketplace of exhibitor space and sponsorships is the first of its kind. Featuring the largest population of marathons, food and wine festivals, holiday events and retail space in one centralized location.

How has your company grown over the years?

We've grown very fast over the past couple years, from working with only a couple of early adopters back in 2016, to now working with hundreds of events ranging from the California Wine Festival to the New York City Marathon, and retail properties like Simon using our marketplace and management platform.

What sets your product/service apart from your competitors?

a. Unlike some live floor plan based platforms, and consumer focused ticketing platforms where payments process through them and have a percentage taken, our system allows payments to go directly into the organizers' bank accounts.

b. A lot of event management software out there tries to cover every aspect of producing an event, and do mostly "OK" in several areas. We believe in perfecting one area first; exhibitor management is one of the larger pain points in an

event life cycle, and has great potential to be simplified and streamlined.

What advice would you offer to festivals and events searching for your type of product/service?

Do your homework: talk to current customers, research if the platform is flexible enough to fit your needs, and when determining the cost of a solution to justify its purchase, make sure to factor in your expected opportunity cost savings from increased efficiency, and reduced labor hours.

What is your customer service philosophy?

We believe that customer "service" is reactive and not enough- that our focused needs to be on customer SUCCESS. This means doing everything we can to help our customers have successful events. In real-world terms, we do this by providing help via live chat, email and phone support, to both organizers AND their exhibitors, as well as curating a help center and creating educational content.

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