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

EXPOCAD® event management software products are used worldwide by event and festival organizers managing and selling space indoors and out such as flea markets and fairs or along a river bank like the Riverbend Festival in Chattanooga, Tennessee. Over $1 Billion in space is managed by clients utilizing EXPOCAD®.

Organizers maintain complete control of event inventory, statistics, financial development, sales, sponsorship and exhibitor /vendor data that is completely integrated with our intelligent layout design tools for indoor floor plans and outdoor spaces. Easy to use by anyone in sales, finance or operations departments along with optional features to suit organizational needs.

EXPOCAD® is an unparalleled system completely unique in design and development and fully integrated with unique web-based sister marketing solutions used to promote and provide vendors with maximum exposure.

Go straight to print with our unique mini maps that are small enough to fold into a pocket or larger used by attendees for easy on-site navigation with extra space for sponsors (and more revenue!).

How has your company grown over the years?

EXPOCAD® has grown over 32 years from a few guys "working out of a garage" to include sales offices around the world. We have been exclusively working on the EXPOCAD® products for about 30 years and those include several versions of our online floor plan, EXPOCAD® Contractor, EXPOCAD® Desktop/OnDemand, ELI Security and our CRM links.

What areas do you serve with your product/service?

EXPOCAD® is a global company serving the events industry on 4 continents, including the largest tradeshows in the world and events of all sizes. In the US we have offices in Chicago and Atlanta and remote offices in Madison, WI and Dallas, TX.

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

Our latest release is our ELI event security program. It allows event managers and security personnel to notify each other of either security threats or operational concerns and their location via SMS using our geo-location services.

What sets your product/service apart from your competitors?

EXPOCAD® is the only dimensionally accurate software exclusively serving the events industry. We have been in business for more than 30 years and are the leader in exposition management technology. Our software is used exclusively by general service contractors to create initial designs/layouts of events, and by organizers to manage the operations and sales of events; also to publish online floor plans for exhibitors/vendor and attendees to view on their laptops and mobile devices.

How many festivals and events do you work with on an annual basis?

Many of EXPOCAD's customers learn to use our software and go on to use it for years for multiple events and we don't know how many events or who is even using it. In general, we know that about 8,000 events a year are generated on our software based on general service contractor numbers. A small portion of that would be festivals in the pure sense.

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

Look for software that plays well in the sandbox with other software. If you can buy best of class (or at least a product that serves your primary needs) then connect it to other programs that serve your other needs, this will give you the best outcome rather than using a software that tries to do everything.

What is your customer service philosophy?

EXPOCAD's customer service mission is to demonstrate exemplary patience, understanding, and provide clear instructions. We aim to create a friendly environment where we make our customers feel valued. We empower EXPOCAD® users through direct contact with support, as well as online self-help options. We treat our users as we wish to be treated.

CONTACT INFORMATION

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