

# Successful Trade Shows Rely on Up-to-date Technology

By Pat Fallon, IAEM Member, Vice President of Business Development, CompuSystems, Inc.

It's indisputable that the pace of technological change has been greatly accelerated. Every time you turn around, some new "cutting-edge" technology is being introduced, quickly becoming viewed as a standard in its field.

In the trade show industry, there will always be a demand for new technology solutions to enhance exhibitors' show experience, along with their ROI, making all the difference between a successful show and a mediocre one. To an exhibitor, lead retrieval and management present key opportunities.

Easier-to-use and more reliable lead retrieval devices are crucial to an exhibitor's success. Technology should make tasks easier, not more complicated and harder-to-use. Accessing leads in common Excel format, as well as tools to help with lead follow-up should now be seen as standard when implementing lead retrieval. Devices that are software-based allow for regular product enhancements, necessary to remain competitive in the trade show industry.

"Our development team constantly seeks to be proactive in using technology to offer solutions to exhibitors, attendees, and show planners to make their work easier, more efficient, and ultimately more profitable," said Alan Danenberg, of CompuSystems, Inc. (CSI).

CSI provides lead management services that annually help more than 40,000 trade show exhibitors maximize their sales opportunities. The firm's suite of services helps exhibitors attract qualified buyers to their booth, develop qualified leads on the show floor and turn qualified leads into sales.

Does cutting-edge technology always make a difference? Not every time, but tools that use the latest technology should allow exhibitors more time to cultivate and manage their relationships with attendees. Exhibitors expect to be able to use lead retrieval devices in combination with their own computer, allowing them to come up with custom solutions for organizing and simplifying their lead management. Their leads should be available to them electronically at any time, say, on a removable USB drive, rather than being "locked-up" inside the lead retrieval device waiting for a technician's intervention.

Positive exhibitor response to lead retrieval success can set the stage for increased attendance and more exhibitor participation at future trade shows. In light of the exhibition industry's ongoing challenge of attracting larger audiences and keeping exhibitors happy, this is very good news for trade show organizers.

Exhibitors will continue to raise their expectations for lead retrieval technology and other high-tech solutions. Technology can and will continue to exceed exhibitor and show organizer expectations with smarter, faster and easier ways to make the trade show experience more rewarding and more profitable.

*CompuSystems, Inc. is a Broadview, Illinois-based company celebrating 30 years of supplying technology to the exhibition and meetings industry. For information, visit [www.compusystems.com](http://www.compusystems.com).*

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