

GIE+EXPO Announces New Solutions to Increase ROI



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LOUISVILLE, Ky. – GIE+EXPO recently selected CompuSystems of Broadview, Ill., to handle registrations for the 2012 tradeshow, set for Oct. 24-26 here. Online registration is open at www.gie-expo.com.

Show Director Warren Sellers says CompuSystems is the leading registration and lead retrieval service provider for the tradeshow industry. He says that attendees now have user-friendly tools that make the registration process easy, plus registrants can schedule and manage appointments with exhibitors and set their agenda with real-time *Personalized Dashboards*.

Through these dashboards, attendees can send appointment requests to exhibitors, manage their attendance in educational sessions, view and manage their show agenda and access exhibitors' brochures.

A new *Connect Me* mobile smart phone app allows attendees to locate exhibitors that match their product interests before and during the Expo. They can also browse the entire exhibitor list, collect exhibitor electronic brochures and manage appointments. All data collected returns to the dashboard in real time.

With Buyer Connect attendees will be able to keep track of the exhibits they visit, download company information about those exhibitors, send individual e-mails to exhibitors' contacts and follow up at their convenience. *Buyer Connect* will help exhibitors keep track of attendees who stopped by their booth, create show reports and send e-mails to leads.

Exhibitors also have access to *Invite a Customer*, the fast and easy way to create and launch e-mail campaigns alerting customers to the products and services that will be featured at their booths, as well as the customer events they are planning during GIE+EXPO.

Before and after the show, exhibitors can use the lead retrieval app *Compu Lead Smart*, which enables exhibitors to connect with attendees on and off the floor using their own smart phones.

“Our No. 1 goal is to give attendee customers and exhibitors the best tools available to increase ROI and keep track of their GIE+EXPO participation before, during and after the show. CompuSystems gives us the technology to do just that,” says Sellers.

Prizes are available for those who register early. Two registrants will win the two grand prizes – \$1,800 travel packages to the show. Each package includes a \$500 gift card for expenses, a luxury hotel suite for three nights in The Galt House or Seelbach Hilton Hotel, \$100 in gift cards for local restaurants, \$50 for souvenirs at the Visitor Information Center and VIP seating at the GIE+EXPO concerts. The legendary rock band Kansas will perform on Wednesday and the 2012 AMC-award-winning Eli Young Band will perform on Thursday.

Those who register before May 31 will also be entered to win tickets to the NASCAR Sprint Cup races, June 30, in Ft. Mitchell, Kentucky. The Sprint Cup features racing heavyweights like Dale Earnhardt Jr., Jeff Gordon and Jimmie Johnson.

And, GIE+EXPO’s Refer-a-Friend program will award an Apple iPad to one lucky winner. To enter, register online and then send an online invitation to a friend. When that person registers you will be eligible for the iPad drawing. Instructions will be included in your registration confirmation email, and the winner will be announced at the show.

Go to www.gie-expo.com to register and learn about registration giveaways, show updates and events. An early-bird registration fee of \$10 is being offered until September 9. After that, pre-registration will be \$25. The onsite registration fee will be \$50.

GIE+EXPO – the 9th largest tradeshow in America – is sponsored by the Outdoor Power Equipment Institute (OPEI), PLANET and PGMS. Hardscape North America, which is sponsored by ICPI and endorsed by the Brick Industry Association and National Concrete Masonry Association, will again co-locate at GIE+EXPO.

In addition to the website, information can be obtained on Facebook and by contacting Sellers Expositions at 800-558-8767, 812-949-9200 or info@gie-expo.com. When potential attendees and exhibitors “Like” GIE+EXPO on Facebook they will be entered to win \$1,000.