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Tradeshow Logic Event Specs™ Streamlines Show Operations **Scalable online platform generates work orders, facilitates analysis**

ATLANTA—November 29, 2010—Tradeshow Logic, a solutions provider that helps show organizers and event managers improve ROI, lower costs, increase efficiency and enhance the customer experience for their events, has introduced TL Event Specs™. TL Event Specs™ is a scalable online platform which makes it possible for show organizers to create their event resumes, track and review expenses, and generate schedules for onsite activities. All information is available 24/7 via iPod, iPad or any computer with internet access.

With TL Event Specs™, show organizers create event orders in an easy-to-edit format that facilitates real-time updates and reports. The system makes it possible to create custom menus with drop down inventory lists for each supplier which include product descriptions and pricing for every item. Event planners can create event orders for everything needed for each activity within the event—from individual meeting rooms to the show floor. This includes specifications for room sets, AV, catering, show decorating and more—sorted by the supplier responsible and including the cost of each item.

TL Event Specs™ also allows the inclusion of PDF attachments with visual records including floor plans and graphic layouts. Event planners can give the facility and suppliers (audiovisual, catering, and general contractor) access to the system to download event orders and run standard and customized reports, as desired.

Through TL Event Specs™, the event team can access event orders online and generate real-time reports and lists. Reports allow planners and suppliers to review requirements by supplier, by area, by meeting room, by date, or by item. Event planners generate cost summaries by item, area or by supplier—which gives event planners real-time visibility into expenses and makes it possible to take greater control over budget management.

B. J. Enright, president of Tradeshow Logic, says TL Event Specs™ eliminates awkward spreadsheets and duplication of documentation. Massive binders will be optional at

the preference of the event manager since all of the information will be available anywhere at any time via iPad or any computer with internet access. “TL Event Specs™ organizes show operations, facilitates information sharing, enhances communications, and streamlines the creation of the RFP for successive events,” she says.

TL Event Specs™ includes training and ongoing support. Online demonstrations can be scheduled by contacting Pam Mason at pmason@tradeshowlogic.com .

Tradeshow Logic increases the value of events, tradeshow and conferences for both organizers and attendees. Our industry veterans and skilled team members deliver ideas, strategies, people, technology and partnerships that improve efficiency, enhance experience and increase revenue. Services include strategic planning, event creation, operational support and detail management. Learn more at www.tradeshowlogic.com.

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