

# Trade Show Executive<sup>TM</sup>

MAY 2006

The Award-Winning Magazine with News, Views and Tools for Trade Show and Event Executives

# WHO'S WHO

## Among General & Specialty Service Contractors



**J. SPARGO & ASSOCIATES, INC.**

**HQ address:** 11208 Waples Mill Rd., Ste. 112, Fairfax, VA 22030

**Phone:** (703) 631-6200 **Fax:** (703) 818-9177



*andrew.ortale@jspargo.com*

**Top officer:** John Spargo, Chairman

**Number of full-time employees in the U.S.:** 105

**Est. number of seasonal/temporary employees:** 0

**Est. number of shows in 2006:** 80

**Number of offices with at least five employees:** 1

**Number of other U.S. offices:** 0

**Web site address:** www.jspargo.com

**Cities with offices:** Fairfax, VA

**Description:** J. Spargo & Associates, Inc., is a full-service event management company specializing in housing, registration, lead retrieval, exhibit sales and management and meeting logistics. J. Spargo & Associates has been providing clients with innovative, attentive management and sales service, nationally and internationally, since 1973.

**Three major clients:** American Society of Clinical Oncology, American Society of Hematology, Armed Forces Communications and Electronics Association (AFCEA)

**SHOWCARE**

**HQ address:** 3-3420 Pharmacy Ave., Toronto, ON, Canada M1W 2P7

**Phone:** (888) 892-0745 **Fax:** (888) 889-4662



*info@showcare.com*

**Top officer:** Debbie Baxter, President & CEO

**Number of full-time employees in the U.S.:** 4 Canada: 70

**Est. number of seasonal/temporary employees:** 25

**Est. number of shows in 2006:** 135

**Number of offices with at least five employees:** 2

**Number of other U.S./Canadian offices:** 2

**Web site address:** www.showcare.com

**Cities with offices:** Buffalo, NY; Las Vegas, NV; Canada: Toronto, ON

**Description:** Showcare is a leading provider of event management solutions in North America. With more than 20 years experience, Showcare continues to lead the way in providing innovative solutions for online and full-service registration, lead capture and measurement, data analysis and reporting, event networking and e-marketing, and a range of additional products and services.

**Three major clients:** Advanstar Communications, Inc.; SmithBucklin; MIC Communications

**EXPO LOGIC**

**HQ address:** 820 Park Way, Broomall, PA 19008

**Phone:** (610) 328-7572 **Fax:** (610) 328-1548



*jcooper@expologic.com*

**Top officer:** Jeff Cooper, President & CEO

**Number of full-time employees in the U.S.:** 4

**Est. number of seasonal/temporary employees:** 10

**Est. number of shows in 2006:** 85

**Number of U.S. offices with at least five employees:** 2

**Number of other U.S. offices:** 1

**Web site address:** www.expologic.com

**Cities with offices:** Broomall, PA; Decatur, GA; Massapequa, NY

**Description:** Expo Logic offers show organizers easy to use, cost-effective, automated solutions for: registration, lead retrieval, housing, message centers, CME/CEU management, PC rentals and call center services.

**Three major clients:** Crafts & Hobby Association, National Marine Manufacturers Association, Audio Engineering Society

**SMART-REG INTERNATIONAL, INC.**

**HQ address:** 990 San Antonio Rd., Palo Alto, CA 94303

**Phone:** (650) 565-9200 **Fax:** (650) 565-9300



*sales-dept@SMART-reg.com*

**Top officer:** Arnie Roberts, President & CEO

**Number of full-time employees in the U.S.:** 10

**Est. number of seasonal/temporary employees:** 25

**Est. number of shows in 2006:** 110

**Number of offices with at least five employees:** 1

**Web site address:** www.smart-reg.com

**Description:** Providing fail-safe registration and lead capture solutions with passionate customer service. Our newly introduced All in the Badge™ RFID technology features secure high-data capacity for lead capture, interactive attendee entitlements (banquets, seminars, etc.) and stored value, eliminating the need for stickers, etc. because it's All in the Badge™.

**Three major clients:** Cygnus Exposition, Sellers Expositions, Texas Restaurant Association

**Advanced Expo Solutions International, Inc.**

**HQ address:** 10743 Hoosier Rd., Fishers, IN 46037

**Phone:** (877) 504-3976 **Fax:** (877) 491-3753

*dave@advancedexposolutions.com*

**Top officer:** David M. Marquart, President & Founder

**Number of full-time employees in the U.S.:** 5

**Est. number of seasonal/temporary employees:** 5

**Est. number of shows in 2006:** 40

**Number of U.S. offices with at least five employees:** 1

**Number of other U.S. offices:** 1

**AllService Event Technologies - a RENT-A-PC Company**

**HQ address:** 265 Oser Ave., Hauppauge, NY 11788

**Phone:** (800) 852-2258 **Fax:** (800) 852-2258

*info@allservice-et.com*

**Top officer:** Julian Sandler, President

**Number of full-time employees in the U.S.:** 150+

**Est. number of seasonal/temporary employees:** 50

**Est. number of shows in 2006:** 150

**Number of U.S. offices with at least five employees:** 19

**American Exhibition Technologies**

**HQ address:** 1150 E. Stanford Courts, Anaheim, CA 92805

**Phone:** (714) 712-7380 **Fax:** (714) 712-7351

*rcarrigan@expobadge.com*

**Top officer:** Rosie Carrigan, VP of Sales

**Dietze Enterprises, Inc.**

**HQ address:** 222 Merchandise Mart Plaza, Ste. 1400, Chicago, IL 60654

**Phone:** (312) 329-9073 **Fax:** (312) 329-9075

*vaughn@leadretrieval.com*

**Top officer:** Vaughn R. Dietze, President

**Number of full-time employees in the U.S.:** 9

**Est. number of seasonal/temporary employees:** 6

**Est. number of shows in 2006:** 80

**ExpoExchange**

**HQ address:** 1888 N. Market St., Frederick, MD 21701

**Phone:** (301) 662-9401 **Fax:** (301) 662-9411

*susan.bennett@cgscompanies.com*

**Top officer:** Susan Bennett, Manager, Strategic Account Sales and Industry Relations

**Number of full-time employees in the U.S.:** 385

**Est. number of seasonal/temporary employees:** 320

**Est. number of shows in 2006:** 320

**Number of U.S. offices with at least five employees:** 1

**pc/nametag**

**HQ address:** 124 Horizon Dr., Verona, WI 53593

**Phone:** (877) 626-3824 **Fax:** (800) 233-9787

**E-mail:** ntopitzes@pcnametag.com

**Top officer:** Nick Topitzes, President

**Registration Control Systems, Inc.**

**HQ address:** 2368 Eastman Ave., Bldg. 11, Ventura, CA 93003

**Phone:** (800) 235-3332 **Fax:** (805) 654-1676

*ebolton@rcsreg.com*

**Top officer:** Edgar Bolton, President

**Number of full-time employees in the U.S.:** 60  
Canada: 5

**Est. number of seasonal/temporary employees:** 30

**Est. number of shows in 2006:** 150

**Number of U.S. offices with at least five employees:** 3

**Number of other U.S. offices:** 2