

MAY 2007

Trade Show Executive™

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

www.tradeshowexecutive.com



Who's Who

among

General & Specialty Service Contractors



REGISTRATION FIRMS (continued)

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 2007: 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 Expositions, Sellers Expositions, Texas Restaurant Association

**EXPERIENT**

HQ address: 2500 Enterprise Parkway East,
Twinsburg, OH 44087

Phone: (866) 516-1461 Fax: (330) 425-3299



Web site address:
www.experient-inc.com

Top officer: Terence R. Donnelly,
CMP, Vice President, Tradeshow
Markets, terence.donnelly@
experient-inc.com

**Number of full-time employees in
the U.S.:** 691

Est. number of seasonal/temporary employees: 19

Est. number of shows in 2007: 246 tradeshow, 2213 meetings

Number of offices with at least five employees: 9

Cities with offices: Atlanta, GA; Boston, MA; Chicago, IL; Cleveland, OH; Deerfield, IL; Denver, CO; Frederick, MD; Las Vegas, NV - Operations Center; St. Louis, MO; Washington, DC

Description: Experient is the source for integrated event services. Our experience, technology, buying power and industry relationships help you derive maximum value from your event. Whether it's one aspect of an event, such as registration, housing, sourcing, or meeting planning – or a start-to-finish solution, Experient ensures the best possible ROI for you.

Three major clients: Advanstar Communications, Inc. Consumer Electronics Association and Hanley Wood, LLC

**CONVENTION DATA SERVICES**

HQ address: 107 Waterhouse Rd., Bourne,
MA 02532

Phone: (508) 743-0116 Fax: (508) 759-7497



dlevinson@cdsreg.com

Top officer: Douglas Levinson,
President and COO

**Number of full-time employees
in the U.S.:** 115

**Est. number of seasonal/
temporary employees:** 20

Est. number of shows in 2007: 140

Number of offices with at least five employees: 1

Number of other U.S. offices: 5

Web site address: www.cdsreg.com

Cities with offices: Bourne, MA; Chicago, IL; Los Angeles, CA; Orlando, FL; Washington, DC

Description: CDS provides technology and database management services for the meeting and trade show industry. A recognized industry leader of web-based registration, marketing and exhibitor services.

Three major clients: Society for Neuroscience; Nielsen Business Media; SEMI—Semiconductor Equipment and Materials International

**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.:** 25

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

Est. number of shows in 2007: 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



EXPO LOGIC®

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.:** 110

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

Est. number of shows in 2007: 90

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)

**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

American Exposition Technologies, Inc./ExpoBadge

HQ address: 1150 E. Stanford Court, Anaheim, CA
92805

Phone: (800) 490-9941 Fax: (714) 712-7351

rcarrigan@expobadge.com

Top officer: Rosie Carrigan, VP of Sales

ARI

HQ address: 350 E. Royal Lane, Ste. 100,
Irving, TX 75039

Phone: (972) 620-3838 Fax: (972) 620-1776

sales@accureg.com

Top officer: W.M. "Dub" Huffington, President

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 2007: 80

MicroSpec Systems, Inc.

HQ address: 2700 Dufferin St. Unit 26
Toronto, ON Canada M6B 4J3

Phone: (888) 780-9825 Fax: (888) 780-0663

nhersco@microspec.com

Top Officer: Neil Hersco, President