

A man in a dark suit is riding a bicycle on a paved road that stretches into the distance. He is seen from behind, with his arms outstretched to the sides. He is holding a black briefcase in his left hand. The background shows a clear blue sky, green hills, and a wooden fence on the right side of the road. The entire scene is framed by a large orange circular arc that curves around the bottom and left sides of the image.

Fun people to do serious business with

Call: +1 (702) 433 2611

Email: USteam@aspevents.com

Visit: www.aspevents.com

ASP has been **designing and building** websites for trade and consumer shows since 1997. We have built over 1,000 show websites so can offer expert advice and assistance brought through ten years of **knowledge and experience**.

Our websites, built on our exclusive content management system, **SHOWOFF**, gives show organizers a range of online tools to manage the event campaign.

Our software allows your show marketing team to **easily add or change the content** to reflect each stage of the event campaign, without needing any technical knowledge. Add pages (incorporating logos, images and links), forms, exhibitors, seminars, keynote speakers and press releases plus more, easily and quickly!

ASP clients include:

- Reed Exhibitions
- dmj world media
- UBM
- IIR
- LVHA
- Emap

Your show website can be updated quickly and easily to your specification.

Video, calendars, newsfeeds, polls, games and competitions can be added to the site. Networking and secure areas can be created for exhibitors, VIPs, the press or other niche groups. Numerous options are available in **SHOWOFF** to customize your site specific to your show. Your show website can be updated quickly and easily to your specification.

Exhibitors also have the ability to upload their own information through a **quick and easy** show management approval system – creating additional website content to boost **search engine optimization**, hassle free to you. With this rich content, along with our exclusive website architecture, a naturally high search engine ranking can be achieved.

SHOWOFF enables a vast number of **online sponsorship opportunities** throughout the site - personalized registration pages, enhanced exhibitor listings and co-branded emails to name a few. We can provide advice and training to your show team on revenue generation and promotion techniques so you can achieve the greatest ROI possible.



Arran Coole - CEO of ASP Inc

ASP solution benefits to your brand

- create new revenue streams
- analyze and improve your web traffic
- be in control of your online marketing
- update website content hassle-free
- communicate instantly with your customers
- increase website usage
- increase visitor traffic throughout the show cycle
- become a research center in your industry

We keep current on best-practices in marketing, event management, and technology and are continually releasing product features, enhancements, and entire system modules.

A **comprehensive show website** can evolve into an online industry news center and community site, acting as a virtual exhibition when the physical show isn't active, and becoming a directory of industry suppliers, accessed frequently by the target industry.

With ASP **analytics and reporting** tools built into **SHOWOFF**, you can track visitor traffic, top page views, referring URLs, email open rates, click-through rates and so much more! Reporting that allows you to quickly adjust your marketing plan and target more effectively. Show benchmarks can be used to compare year-over-year performance.

ASP uses **secure hosting** environments and **PCI Compliance** (in process), so you can be confident that we are processing and transmitting credit card data to the highest compliance standard.

We offer **seamless 3rd party integration** with other exhibition suppliers across the globe, particularly for registration and data management.



Quick facts on ASP

- Operational since 1997
- Profitable and stable
- Privately owned by founding members
- Client retention rate of over 95%
- Office locations in London, Las Vegas and Sydney
- Award-winning products and services

For more information:

Visit: www.aspevents.com

Call: +1 (702) 433 2611

Email: USteam@aspevents.com