



DataApp Introduces the First Comprehensive Solution for the Convention & Exhibition Industry

Venues, Vendors, and Show Managers will all benefit from the first comprehensive solution for managing the promotion, procurement, fulfillment, and settlement of facilities services in convention and exhibition venues. Conrad™ replaces the traditional exhibitor kit and the inconvenience of manual order management with an integrated ordering, tracking, and fulfillment system. Show Managers, Vendors, Venues, and General Contractors are able to process customer requests, issue work orders, verify fulfillment and seamlessly conduct billing and settlement activities, all from one integrated system. The Conrad Suite™, a proven, Sarbanes-Oxley compliant, and production-hardened solution, was built by experts in the event coordination and order processing needs of the industry:

- Integrated electronic order processing and collaboration system, providing unparalleled visibility into all facilities services offerings, orders, and accounting
- 3x reduction of administrative staff required to accept and process orders, deliver services and collect payments.
- Demonstrated ROI of less than 12 months.
- Increased revenue through automated upselling and fewer missed sales.
- Decreased operation costs, along with more control over the vendors that provide services within each venue.

Features

Enhanced real-time and historical data on revenue and costs, improving the performance of sales, customer service, and vendors. Support for multiple venue organizations.

Open Architecture for easy integration with other industry software – LMS, Delphi, Infinium, and others.

Vendor and department specific operational reports & tools for assigning Internet IPs, Telephone Extensions, Labor Scheduling, Order Fulfillment, Work Orders, and Trouble Tickets.

Support for Decorators and 3rd Parties, Advance Rate discounts, 24 hour Electrical, booth sharing by customers, pavilions, and other convention complexities.



What Our Customers Have To Say About DataApp's Conrad Suite™

"We chose DataApp because they know the trade show and convention center business. Their experience was invaluable in opening our facility."

"My responsibility is to bring more shows into our center, and DataApp helps me do just that. Show management loves how smoothly their shows go when they bring them here."

"The Conrad software is easy to use, and the implementation went very smooth. We are very happy with the results."

"I have information at my fingertips that allows me to monitor the profitability of my departments and the performance of my vendors."

"We are better able to coordinate with the decorators and other vendors now."

"The DataApp software allows us to do more work with less people. We are very happy."

DataApp Sales Offices

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Integrated and Scalable Modules

- ❖ Accounting (Sarbanes-Oxley compliant)
- ❖ Order Processing and Work Orders
- ❖ Executive Reports and Report Writer
- ❖ Imaging and Document Recognition
- ❖ Integrated Web commerce
- ❖ Central administration for all features

Attestable ROI of less than 12 months

- ❖ Enhanced historical data for upselling
- ❖ Monitor the performance of venue vendors
- ❖ Minimize your administrative costs
- ❖ Maintain high customer satisfaction levels
- ❖ Modular format scales to facilities of all sizes