

## Employing Solutions such as “ExpressPass” for Barcoded Registration Confirmation, has put Expo Logic on a Consistent Growth Path as they help Organizations Worldwide Effectively Manage Large-Scale Events, Trade Shows and Conferences

### **Business Services Trades Shows**

**Expo Logic**  
553 Foundry Road  
East Norriton, PA 19403  
877-354-3976  
ww2.expologic.com



**Jeff Cooper**  
CEO

### **BIO:**

Jeff Cooper joined Expo Logic's founding parent company, World Wide Registration Systems (WWRs), as an account manager in 1994. By 1997, he was named president and CEO. During his first seven years as president, Jeff transformed WWRs from a registration and lead retrieval provider into a progressive exhibition solutions company. In 2002, Jeff co-founded Expo Logic, a software company for the convention industry. WWRs purchased Expo Logic in

2004 and adopted the company's name. Jeff is a graduate of Susquehanna University. He resides in Blue Bell, PA with his wife and two children. Since traveling the world with Expo Logic, Jeff has become an expert on hotel gyms across the globe. When not working out, Jeff spends quality time with his family.

### **About Expo Logic:**

For over 30 years, Expo Logic has helped organizations effectively manage large-scale events, trade shows and conferences. We offer innovative products and services that help you manage registrations seamlessly, and capture and organize leads in a click. Our team works as your strategic partner to develop a customized solution of tools, processes and technologies to ensure your event feels effortless from start to finish. Expo Logic offers the fastest, most flexible registration service in the industry, and has processed millions of registrations for thousands of organizations worldwide.

**Interview conducted by:**  
**Lynn Fosse, Senior Editor**  
**CEOCFO Magazine**

**CEOCFO:** Mr. Cooper, what is the basic concept at Expo Logic?

**Mr. Cooper:** Expo Logic is a full service registration company for conventions and trade shows. We are contracted by event managers, mostly within associations to build online registration systems so people can register to attend a conference and select sessions to attend. Once the attendees arrive on-site, we issue their conference badge and session tickets.

**CEOCFO:** What are some of the challenges in putting together your part of the event? What have you figured out at Expo Logic to expedite the process?

**Mr. Cooper:** One of the biggest challenges is moving a lot of people quickly; getting them in the door efficiently, making sure they get their right materials and verifying their attendance. To battle that we have implemented what we call “ExpressPass”, a barcoded registration confirmation which the attendee will bring on site. Whether they print it or display it from their mobile phone, they would go up to a self-service kiosk, scan their ExpressPass barcode, and their badge and tickets will print out for them immediately, and they are off to the conference. This process of checking in is much more efficient than rifling through pre-printed badges or manually searching for names in the database.

**CEOCFO:** Is all of this done remotely or are you on site as well in some occasions?

**Mr. Cooper:** In most cases we are on site. We have several clients where we have trained them to manage the set up, operation and tear down of the equipment.

**CEOCFO:** What about the logistics? How do you move people all over? How do you have the people in various locations that will represent Expo Logic in the way you want?

**Mr. Cooper:** We send our staff to set up and manage and tear down the registration areas and we ship out the equipment. We own all of our own equipment, that way we can insure

the quality of the equipment. We are not there to type. We do not provide data entry staff. Typically, the event will contract separately with either the local convention & visitors' bureau or a local staffing agency to have typists on site and for giving out badge holders, conference bags and for monitoring sessions. That is all local temp help.

**CEOFCO:** You mentioned working a lot with associations. Do you typically work event by event, or might you contract with an association to do all of their activities for a given period of time? How does it work for you?

**Mr. Cooper:** Typically, we engage in a multi-year contract. In most cases, we are just doing their annual conventions or their large convention. Their smaller regional events, they will either do themselves using some manual process or they are using software of ours to manage that process, but it just does not require the level of support that their larger event require.

**CEOFCO:** Expo Logic offers some custom solutions. What is an example of something as you show on your site <http://www.expologic.com> "out of the box" that you were able to create and fulfill for one of your clients?

**Mr. Cooper:** One of our custom solutions is called ShowBizConnects. A client asked us to develop a way where exhibitors can communicate with people who are pre-registered to attend the conference as well as communicate and invite their own prospects, which would, hopefully, help promote the event and people registering for the event. Therefore, we developed a system where exhibitors can upload their own email mailing lists and also email the pre-registration list with an invite, inviting them to come by their booth. If they are not already registered, we provide a custom link where they can click and register for the event. We track which attendees have registered from that email. We do not store any of the lists that the exhibitors upload and we do not reveal the pre-

registered list to the exhibitor. Therefore, it is a way for them to communicate without those attendees ending up in the exhibitors spam list.

**CEOFCO:** What is the competitive landscape and why are people choosing Expo Logic?

**Mr. Cooper:** The industry has changed quite a bit over the past couple of years. That is because; with technology advancing so rapidly everyone is looking for "single sign on" and an "easy, user friendly interface" for registering. Therefore, we have made a major shift to integrate our solutions with the associations own management software. We will integrate directly with their member database so that a member can log in to the member website, click "register"

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**- Jeff Cooper**

and that will bounce over to us and pass along all of that individuals contact information, their member status, and we can customize the registration experience and what they are able to see and what they are able to register for based on that data that we are pulling from the member software.

**CEOFCO:** How do you get the lines to move quickly? Testimonials on your site show that is one of the things you really do well. What is the key?

**Mr. Cooper:** As I said earlier, that ExpressPass made a huge difference in moving people quickly. If they forget that ExpressPass we use touch screens so they can look up their name and quickly print their badge and tickets. Our onsite registration system is really built for speed. It bypasses the business rules that are in

place when registering online prior to the event. We give the onsite staff the power and the tools to make changes and process people quickly.

**CEOFCO:** I am imagining there are an awful lot of people skills along with technology. What do you look for in your staff?

**Mr. Cooper:** It is interesting because you really have to be a "Jack of All Trades". You are right. You need to have excellent people skills and you need to be able to handle pressure. You need to be technical; not overly technical, you do not have to be a programmer, but you need to be able to do basic computer trouble shooting and be creative. I am a firm believer in that great people make great companies. Therefore, I really try and hire quality people. I am very careful about my selection process.

**CEOFCO:** How do you reach potential new customers?

**Mr. Cooper:** Through participating in trade events. I actually just got back yesterday from exhibiting at a trade event. We also reach new customers through various partner programs with association management software companies. Integration is a big part of what we do, so we become partners with the various association manage-

ment software companies out there, integrate our products with theirs and that gives us great exposure.

**CEOFCO:** How is business these days?

**Mr. Cooper:** Business is excellent. Other than exhibiting in a few trade shows a year we do not do any type of cold calling or hard sales. It is all through our partnerships and word of mouth.

**CEOFCO:** Why should investors and people in the business community pay attention to Expo Logic?

**Mr. Cooper:** Expo Logic has really been on a consistent growth path for the past ten years, growing on average about twenty percent a year. Considering the state of the economy

over the last 5 years, it would have been good just to break even; but we have continually grown throughout the recession. The events that we are

doing, their numbers, as far as attendance, have gone down. One or two of the shows that we had been doing no longer exist. However, we continu-

ally are adding more shows to our portfolio. Therefore, we are doing many more events year over year.

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