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Contact: B.J. Enright

Tradeshow Logic

bjenright@tradeshowlogic.com

(770) 432-8410

Tradeshow Logic and Explori Announce New Strategic Partnership

ATLANTA, GA – Tradeshow Logic is excited to announce a new strategic relationship with Explori. This partnership will empower event organizers and show producers to measure the impact of their events and gather actionable insights from both their attendees and exhibitors using Explori's feedback platform and managed agency research team.

Together, Explori and Tradeshow Logic provide a powerful combination of data collection and research to uncover hidden trends, refine existing programs, and inform data-driven strategies for delivering transformational experiences.

"Working with Explori brings such depth to our data-gathering process," said B.J. Enright, president and CEO of Tradeshow Logic. "We've had great success incorporating Explori's capabilities into our strategic event analysis process to capture layers of crucial information that quickly translate to improved customer experiences. We're eager to bring this level of intelligence to our clients and the industry."

The partnership has already benefitted several brands and organizations, including the National Sheriffs' Association and American Academy of Pediatrics. Currently, Tradeshow Logic and Explori are working together to launch Volume 4 of Tradeshow Logic's "Redefining Value for Today's Exhibitors & Sponsors," a survey series that will assess current feedback collection methods and ascertain improvements from over 12,000 exhibitors across various industries.

Both Tradeshow Logic and Explori understand how converting data insights into transformative action delivers lasting impact on events. "Data is at the heart of any tenable strategy for staying relevant and delivering value from one event to the next. We're thrilled to be adding Tradeshow Logic's impressive network to our robust data gathering and analytics engine to deliver even deeper insights and stronger event industry benchmarks," said Richard Kensett, commercial director of Explori.

For more information about how Tradeshow Logic and Explori's combined services can drive strategic change for your organization, please contact B.J. Enright (bjenright@tradeshowlogic.com) or Richard Kensett (r.kensett@explori.com).

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Tradeshow Logic (tradeshowlogic.com) is a full-service show management and event solutions company dedicated to redefining the exhibitor and sponsor experience. It routinely challenges industry norms by taking insights and turning them into actions that create more buyer-seller connections, increase marketing & engagement, reduce the cost of participation, and elevate the experience for all stakeholders.

Explori (explori.com) is a uniquely scalable benchmarking platform that allows event organizers to capture high-quality audience feedback from any market. Trusted by event professionals globally, the Explori platform and expert team of event data researchers deliver the analysis that drives strategic insights to help organizers better understand the needs of their customers, as well as benchmark their performance across the events industry.