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Tradeshow Logic Launches the Industry's First Conversational, Private GPT at The NAMA Show

Tradeshow Logic launched a groundbreaking pilot program, **Expo Navigator™**, at the National Automatic Merchandising Association's The NAMA Show on May 7-9 in Dallas, TX. Developed in partnership with AI accelerator Veritopa, Expo Navigator™ features a custom version of a Generative Pre-trained Transformer (GPT) that is private to the event community it serves.

Expo Navigator is a transformative AI-powered event assistant that's engineered to intelligently connect buyers and sellers at a specific event. With a chat interface like ChatGPT, this tool enhances interactions and engagement between trade show attendees and exhibitors by providing personalized recommendations, scheduling assistance, and instant information about exhibitors, sponsors and sessions through an intuitive, conversational interface. It fosters an exceptionally efficient and successful experience by suggesting networking and educational opportunities based on mutual interests and business goals while also providing strategic insights and data analytics important for show organizers.

According to Tradeshow Logic President & CEO B.J. Enright, "This pilot aims to revolutionize stakeholder interactions at trade shows and conferences by enabling more meaningful connections and helping to bring buyers and sellers together more effectively." The custom GPT is seen not just as a technological advancement but as a strategic tool for improving event experiences.

Tradeshow Logic collaborates with event organizers to implement smart event solutions tailored to their clients' evolving needs. By integrating AI technologies like GPT, the company is setting new industry standards, ensuring stronger engagement and more successful events.

The NAMA Show, known for highlighting the latest trends in vending, micro market, coffee services, and self-service retail industries, provided an ideal backdrop for this AI initiative. The custom GPT offered real-time insights and support, enhancing decision-making processes and optimizing the event experience for participants.

"We are proud to be at the forefront of integrating AI into the trade show environment," added Kristen Griffith, NAMA's Vice President, Programs & Services. "Our commitment to enhancing attendee and exhibitor engagement through technology reflects our dedication to not just keeping up with industry trends but leading them."

Post-event analytics from The NAMA Show confirmed 90% accuracy of GPT responses, a strong indicator for this beta version. Future versions of Expo Navigator™ are expected to achieve 98% accuracy with proper data format and cleansing.

Application to Join the Expo Navigator™ Pilot Program

Tradeshow Logic and Veritopa are offering an exclusive opportunity for six additional organizations to be part of the Expo Navigator pilot program. Participating in this complimentary pilot program gives show organizers the opportunity to become industry leaders and early adopters, leveraging cutting AI technology to facilitate easier and more relevant connections amongst their audience. Organizations will be asked to share feedback and data crucial for improving the tool before a full-scale launch.



Space is limited – interested companies are encouraged to learn more and apply promptly at tradeshowlogic.com/expo-navigator. To request a demo or to learn more about Expo Navigator or the pilot program, please contact:

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About Tradeshow Logic

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 to drive innovation and transformative, sustainable change that creates more buyer-seller connections, increases marketing & engagement, reduces the cost of participation, and elevates the experience for all stakeholders.

About Veritopa

Veritopa (veritopa.com) is a consulting firm and AI accelerator that helps companies make sense of AI to revolutionize business. By researching, testing and creating technology that delivers value-added strategies, Veritopa provides innovative solutions that drive efficiency, enhance decision-making, improve customer experiences and unlock new avenues for growth.

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