

## **EXPOCAD Announces UK/European Distributor Press Release - 18th February 2008**

### **A.C.T. Inc. announces UK/European Distributor for EXPOCAD®**

Aurora, IL – Feb 18, 2008 - Applied Computer Technology, Inc. (ACT), creators of **EXPOCAD®**, announce that Event Management Communication will distribute **EXPOCAD®** in the UK and Europe. EMC will offer sales, support, training and integrated custom software for **EXPOCAD®**. EMC's experience in the exposition market will allow them to offer complete turnkey solutions for exposition sales and management. The location of EMC will significantly streamline the process of supplying **EXPOCAD®** to the European marketplace.

"The overseas demand for **EXPOCAD®** has increased considerably," said Rich Stone, CEO for ACT, Inc. "Having a quality distributor in the UK/European market for **EXPOCAD®** is terrific. EMC has extensive experience in expositions and graphical systems. Show management will appreciate having EMC available for sales and support. This is an exciting opportunity for us to further expand into this market, and we look forward to partnering with EMC and addressing the growing demand for cost effective desktop and Internet exposition software."

Lee Haggan says, "We are delighted with the relationship that we have formed with ACT, Inc. **EXPOCAD®** is a superb product that fits strategically into our product & service portfolio for the exposition marketplace. Feedback from customers confirms that this product significantly improves efficiency and reduces the cost of selling and managing booth space."

#### **About ACT**

ACT, Inc. (Applied Computer Technology) was founded in 1986 and is the creator and supplier of **EXPOCAD**, **EXPOCAD VR<sup>2</sup>**, **EXPOCAD WEB** and **EXPOCAD FLASH MAPS**. **EXPOCAD** products are used to manage over 1800 events, 3 of the world's largest on 3 continents including 93 of the Tradeshow 200®. **EXPOCAD®** currently manages over \$800,000,000 in floor space annually and is the world's #1 graphical database exposition management software for booth sales and operations. ACT is located in Aurora, IL and has authorized resellers in the US, Shanghai, Sydney and London.

#### **About EMC**

EMC is an award winning provider of software to the event industry and specializes in exhibitor management solutions for show managers, contractors and facilities. Leveraging the power of the Internet, together with leading edge technology, EMC's mission is to provide a "neutral platform for mutual profit", empowering the whole event industry community to drive new revenues whilst reducing administrative overheads. Founded in 1999, EMC provides services to clients around the world from its offices in Atlanta and London.

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