

EXPOCAD and BDMetrics Form Alliance

Integration Increases ROI for
Event Owners and Exhibitors in the Event Industry

Baltimore MD, May 2007 EXPOCAD and BDMetrics announced a technical alliance that integrates their technologies to drive next generation ROI for their customers. The alliance formed as result of several mutual customers seeing significant benefits when the two technologies work together. The relationship integrates BDMetrics leading ROI technology with EXPOCAD's powerful database driven exhibitor technology to lower costs for the event owner and provide real time ROI information to sales teams.

"This is fantastic news, remarked Chris Brown, EVP of Conventions for NAB. BDMetrics and EXPOCAD are clearly market leaders and the ability to link these two "Best of Breed" technologies creates numerous benefits to the event owner and ultimately to our exhibitors. The immediate benefit is lower costs of data transfers, but most importantly it provides high levels of ROI for our exhibitors and event sales teams".

Rick Geritz, CEO of BDMetrics commented, "Our customers are not interested in buying software but in driving value and ROI to their customers. This integration does all the work so they don't have to."

"This alliance provides our mutual clients with even more opportunities with 'Best in Class' technology that is easy to implement and shows rapid results" remarked Rich Stone, CEO of A.C.T./EXPOCAD.

About A.C.T. / EXPOCAD - *A.C.T. celebrated its 20th anniversary in 2006 by creating innovative and affordable software solutions for trade, consumer and corporate event planners. EXPOCAD products organize sales efforts, optimize customer service and assist with easy to execute revenue options. Products range from the standard desktop software to multiple online event solutions accessed from any Internet connection to sell booth space, showcase exhibitors and highlight sponsors. Even better, communication with decorators is easier and faster than ever by the use of EXPOCAD Contractor by many general service contractors around the nation.*

Contact A.C.T. by calling +1-630-896-2281 or sales@expocad.com.

About BDMetrics -- *BDMetrics is the creator of You Based™ personalization technology for leading trade shows and associations. This personalization technology customizes the entire event around the unique needs and interests of all participants and extends business relationships and interaction 365 days a year. The technology drives attendance, increases exhibitor participation, facilitates relevant business relationships and ensures positive constituent ROI. BDMetrics partners with leading tradeshow owners and associations to redefine and elevate the value of the face-to-face business experience and converts their communities into commerce.*

Event organizers looking to build personalization into their events and drive more ROI may contact BDMetrics at info@bdmetrics.com or +1-410-402-1028.