

## EventMingle improves Tradeshows, Conferences and Events while becoming an additional revenue source for Event Managers.

*EventMingle.com allows attendees, exhibitors, speakers and press editors to meet online, prior to attending the actual event in order to enhance their one-to-one interaction during the event.*

December 15, 2005 Laguna Beach, CA – Specialty Match Network today officially announced EventMingle.com, its new web based business application designed for the tradeshow, conference and event industry. EventMingle has concluded its beta phase and is now generally available to interested tradeshow, conference and event organizers.

### **Business Partnerships Available.**

Unlike other event based social networking applications, attendee relationship management applications and instant online communities for tradeshows, conferences or events, EventMingle is licensed at no cost to the producer of the event. In fact, EventMingle revenue shares a percentage of it's advertising income with the event producer making it the only application of its kind that becomes an additional revenue source for the event producer. Specialty Match Network's Professional Services Group handles the entire setup, configuration, customization, hosting and bandwidth charges for the licensee's EventMingle site. An EventMingle site can be created and customized in as little as three business days. Licensee's can generate additional income while creating the ultimate tradeshow experience for attendees and exhibitors alike.

### **Rich Feature Set.**

EventMingle has a deep, rich feature set. Almost a year of development using multiple focus groups of attendees, exhibitors and event producers helped us fine tune the product into a robust web based application designed to compliment any event with attendees and exhibitors.

- **Internal Email System** – Attendees and Exhibitors can use EventMingle's built in email system to communicate without giving either party access to their personal contact info until they're ready. Attendee to Attendee, Attendee to Exhibitor, Attendee to Speaker, Attendee to Editor, Exhibitor to Attendee, Exhibitor to Exhibitor, Exhibitor to Speaker and Exhibitor to Editor are all supported. Mail is automatically sorted by Attendee, Exhibitor and Appointment Requests.
- **Total Privacy** – Attendee and Exhibitor control who has privileges to view their business card detail.
- **Detailed Online Exhibitor Directory** – Exhibitors can publish extended information, including a searchable product directory, current press releases, current job openings and planned booth giveaways so attendees better understand the incentives for coming by their booth. Exhibitors can also list their booth staff and give attendees the ability to request appointments.
- **Job Board** – Attendees and Exhibitors can post job openings on the job board. Attendees can also post their resumes online, anonymously.
- **Advance Search Features** – EventMingle enables everyone attending an event to meet prior to the event. Participants can search for people based on their location, title and interests. For example they can see who is traveling to the event from their same city or they can find people who are going to the event to attend the same session or see a specific exhibitor. Finding like minded event participants has never been easier.

- **Message Forums** – EventMingle allows people attending your event to get to know each other before they arrive to the event. The message forums allow people to discuss exhibitors, press releases, products, special events, exhibitor giveaway items and job postings. They can also discuss the venue and things to do while visiting the event's destination.
- **The Daily Planner** – As you use many of EventMingle features, it remembers exhibitors or attendees you would want to meet or products you want to see and builds an intelligent, useful Daily Planner for you which you can customized with your own notes and comments. Then, right before the event you can have EventMingle print it out or email it to your PDA. EventMingle becomes their personal assistant in helping event participants get organized for the event prior to leaving for the airport.

### **Meet, Interact, Plan and Engage prior to the event!**

EventMingle makes it possible for event participants to meet prior to leaving for the airport. Attendees, Exhibitors and Speakers will arrive at the event destination looking for their new friends they met on EventMingle. They will no longer be strangers in the hallways; they will be like minded event participants who feel like they got a jumpstart on the conference.

This will result in a much richer conference experience. Exhibitors will close more business in a shorter amount of time. Attendees will make better use of their time and will walk away meeting more people who can actually help their business. Simply put, EventMingle makes a good tradeshow great!

### **Latest Development Platform.**

EventMingle.com is built from the ground up using ASP.NET 2.0 and the Microsoft .NET Framework 2.0 as its underlying foundation. This provides EventMingle with the latest in web features plus great reliability and performance and allows Specialty Match Network to rapidly change the features on the site based on customer demands. Microsoft SQL Server 2005 is utilized to offer next generation database support with unlimited scalability. Finally, our datacenter hosts all EventMingle sites on Windows Server 2003 which provides a secure and reliable platform to serve our users and customers.

EventMingle was designed to allow our team to rapidly create hundreds of custom "event specific" EventMingle sites each capable of handling tens of thousands of users.

### **For more information or an online demo of EventMingle.com contact us.**

If you would like to experience EventMingle or would like to find out how EventMingle can help your tradeshow, conference or event, contact EventMingle at <http://www.EventMingle.com>, or [sales@eventmingle.com](mailto:sales@eventmingle.com) or call toll free at 800-622-8514.

### **About Specialty Match Network.**

Specialty Match Network was founded by Jim Harrer and Scott Hunter, seasoned executives in the enterprise software industry. Developing award winning software applications since the 1980s, Harrer and Hunter are known for their vision and deep understanding of how to create truly best of breed applications.

EventMingle has become the company's flagship product and focus. By partnering with leading event producers, show managers and conference organizers, Specialty Match Network believes it can improve any event when people have a chance to meet, interact, plan and engage prior to the event.

Specialty Match Network is a privately held company.

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**SpecialtyMatch|network**  
We bring people together