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CADMIUMCD LAUNCHES ONLINE BOOTH SELECTION AND PAYMENT TOOLS FOR 2014 AHCA AND NAGC CONFERENCES

Forest Hill, MD, May 14, 2014 — CadmiumCD recently launched the online booth selection and payment tools for the American Health Care Association (AHCA) and the National Association of Gifted Children (NAGC) in preparation of their 2014 conventions. The online booth selection and payment process is a natural extension of the services that these companies currently use from CadmiumCD, utilizing the same database tool that also communicates with their speakers. Managing both speakers and exhibitors through the same system offers show management an easy option for consolidating the number of vendors needed to provide a seamless experience. The 2014 events mark the 4th year the Maryland based company, which specializes in intuitive conference management software and apps, has worked with AHCA, and the 2nd year they've worked with NAGC.

CadmiumCD has had an online interactive floor plan for several years now. The ability for exhibitors to purchase and process payments through this system is a new feature. "CadmiumCD's growth hinges on developing solutions that address real areas of need within the event industry. Minimizing the number of vendors needed to manage and deliver event information and providing expanded online solutions that are intuitive for a broad range of users is the fundamental basis of our business plan," said Michelle Wyatt, Partner at CadmiumCD.

Exhibitor Payments with the Interactive Floor Plan

Both organizations reported that exhibitors found the booth selection and payment process was smoother and easier than prior years. The ability to integrate the system with Cadmium's other products and services, most notably their eventScribe Online Itinerary Planner and award-winning Mobile App, is a crucial part to each organization's event. "Our attendees love the eventScribe itinerary planner and mobile app. It makes it so easy for them to find booth locations and plan their day around when certain speakers will be giving presentations," states Robin Feldman, Director of Professional Development and Meetings at NAGC.

From collecting speaker and exhibitor data, to providing attendees with an organized and memorable experience, CadmiumCD's software offers an integrated solution. More information about their product lines can be found at **www.eventScribe.com**.