



FOR IMMEDIATE RELEASE

Shepard Exposition Services and E-proDirect Marketing & Technology announce Strategic Partnership to market and support EproMeetingApp Solutions

Atlanta, GA / Orlando, FL – August 7, 2013 - Leading exposition services provider Shepard announced today a strategic partnership with the hospitality industry's leader in Meeting Marketing & Technology, E-proDirect. This partnership enables Shepard to jointly market and support E-proDirect's native mobile app solutions for meetings and events worldwide, including associations, conference hotels and resorts, and corporate events. The combined experience of both E-proDirect and Shepard Exposition Services will provide clients the best possible solutions to connect events to attendees in an engaging, innovative and sustainable manner.

"Meeting applications for smartphones continue to be a fast-growing trend that directly contributes to attendee engagement. There are many options and facets to consider. We chose E-proDirect because of their experience and understanding of the hospitality & events industries as well as their proven, effective smartphone technology. This, plus E-proDirect's marketing experience and impressive client service levels, provide Shepard with the perfect partner to develop and market these app solutions for our clients," said Richard Maples, Executive Vice President of Sales for Shepard.

"Shepard Exposition Services is an industry pioneer who is staying ahead of the learning curve to best serve their clients." said Chris Wezel, owner and chief visionary officer at E-proDirect. He continues, "The benefits for Shepard's clients and their trade show attendees are meaningful and relevant. Not only do these apps save paper and printing costs, but they maximize engagement with event attendees before, during, and after the event. And, for non-profit organizations, these apps can generate incremental sponsorship opportunities and revenue streams. We are honored that Shepard chose us as a strategic partner"

About Shepard Exposition Services

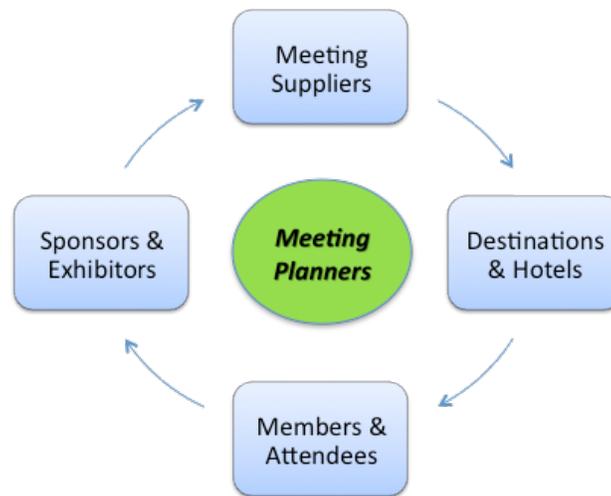
Founded in Atlanta in 1905, Shepard Exposition Services is a leader in the event services industry. Today the privately held firm operates in 10 U.S. markets. Thanks to groundbreaking initiatives such as the Customer Concierge Program, the Custom Order Matrix, and other customer-focused innovations, Shepard creates an experience that is entirely YOU-nique for their customers. Shepard: The YOU Experience! Please visit www.shepardes.com for more information or to connect with Shepard Exposition Services on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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About E-proDirect

E-proDirect is an innovative marketing and technology company focused solely on the meetings and conventions segments of the hospitality industry. E-proDirect leverages technology to connect the hospitality industry:



Launched in July 2002 with DirectConnect, E-proDirect has continued to grow and enhance its product line to include MeetingMart.com and EproMeetingApps. EproMeetingApps provide solutions for all types of Event and Meeting needs. All EproMeetingApps are full featured, custom, native apps that work across all smart-phone platforms.

E-proDirect is headquartered in Boca Raton, FL with Sales Teams in key US regions. For more information on E-proDirect or any of its products, visit our websites at www.EproDirect.com or www.EproMeetingApps.com.

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