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—MIKE STURDIVANT, PCBC

## QUICK STATS

### COMPANY:

**PCBC**

Pacific Coast Builders Conference

### INDUSTRY:

**Tradeshow / Conference / Event Management**

### ABOUT:

PCBC recently held their 52nd conference. The trade show has attracted as many as 37,000 attendees and 700 exhibitors in the past.

### CUSTOMIZED

#### APPLICATION SOLUTION:

- SQL Server
- SQL Reporting Services
- .NET Framework
- Custom Management Application
- E-Commerce
- Client Portal to Conference Experience

# Are Your Computer Applications Evolving With Your Business?

## A Comprehensive Tradeshow Solution

### CUSTOMER PROFILE

*PCBC (Pacific Coast Builders Conference), the premier trade show for the home building industry held annually in San Francisco, had outgrown their original conference and website management software and needed a more comprehensive solution.*

### THE CHALLENGE

The company originally had a product that was created by their in-house IT developer; this software allowed them to register attendees online but had very basic functionality. PCBC then hired the same developer to create a more robust application that would allow the conference attendees to make their own schedule, print receipts and sign up for email communications. Ultimately, PCBC was given an unusable piece of software that had too many issues and bugs and were unable to go back to their old software.

They decided to find a company that would be able to develop the software they needed, ultimately choosing Squairetree IT Projects. “Squairetree presented a very competent plan and instilled us with confidence. One reason we chose them is that they have extensive experience helping companies that are stuck with bad software or no support for the software, building new tools that meet the company’s objectives. They had a focused process that covered everything that we wanted done, and we really enjoyed that,” stated Mike Sturdivant, the Conferences Director.

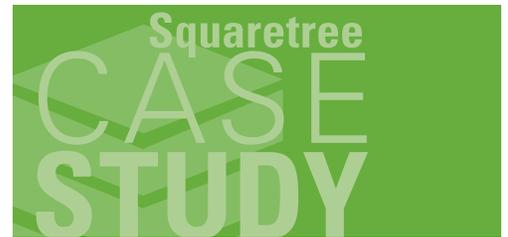
Another reason PCBC, as a Microsoft-based office, chose Squairetree was because of their status as a Microsoft certified gold partner. This created a level of trust and was also advantageous because of the level

of integration between the software and Microsoft office. PCBC was also impressed with Squairetree’s commitment to building the product correctly the first time so it would not need ongoing maintenance. Other businesses that were approached could only commit to imperfect software that would need ongoing maintenance and additional fees.

### SQUARETREE’S SOLUTION

Squairetree began by creating a temporary solution so that PCBC had a functioning application while beginning the process of building the new application/ system to collect all the data and all the functions needed for the trade show. Next, they created an entirely new trade show management application. While web registration had been available for some time, the new program allows attendees to manage much more of their show experience including history, personal show agenda and of course registration through the WEB interface to the application. Behind the scenes a full-featured content management application allows PCBC staff to dynamically add and update all the content on the site as well as full Trade Show management for exhibitors, attendees, speakers and staff.

The home building industry has since retracted and PCBC now has 6 fulltime employees. The interactivity of their new software platform gave the smaller staff the ability to provide excellent service and conference management to achieve the same and even better results with fewer resources. Attendees and exhibitors are now able manage their conference involvement electronically online, removing the need for paperwork and easing the staff’s involvement.



PCBC is particularly impressed with Squairetree's desire to understand their business goals not just their immediate needs. The result is software that has lasted for an extended amount of time and will continue to be used. PCBC was also extremely pleased with the follow up that Squairetree provided. They even attended their annual conference to make sure the software was working at the level needed. The company was pleasantly surprised at the level of project management they received so they were able to meet their target deadline.

According to Mr. Sturdivant, *"Squairetree exceeded expectations. We have an outstanding tool that we can use. We work with dozens of vendors and thousands of attendees. This is a very complicated piece of software that is incredibly easy to use. We can easily create any type of reports we need. Squairetree is able to update the software as our business changes."*

### THE BENEFITS

- **Customized Software:** Squairetree met with PCBC to create an application perfectly suited for their business. PCBC had a clear vision of what they wanted, and Squairetree was able to create software that accomplished every aspect of PCBC's goals. Squairetree thoroughly learned their business and would suggest areas that could be improved. According to Mr. Sturdivant, "Squairetree took the time to understand our business so we could have the best software possible."
- **Comprehensive Conference Solution:** PCBC's new conference software allows attendees and exhibitors to manage their conference schedule and registration from their end, enhancing the user experience. The

application also streamlines the company's interaction with vendors; employees can create reports with ease, and the company can also effortlessly manage their information request module. This software allows PCBC to run their entire conference more effectively and comprehensively than ever before.

- **Integrated with Microsoft Solutions:** Because PCBC, like most businesses, utilizes Microsoft Office, Squairetree's software solution is a perfect fit with their programs. As a Microsoft Certified Gold Partner, Squairetree understands how to optimize software so it integrates seamlessly with Microsoft products. For example, downloading reports into accessible formats is easier for PCBC than ever before.
- **More Results with Less Resources:** In a tough economy, businesses are required to increase their workload with fewer resources. This was the case with PCBC, which currently operates their conferences at the same level with more ease and less employees. The software developed by Squairetree permits the attendees and exhibitors to manage their conference experience, increasing the staff's efficiency.

### THE RESULTS

PCBC can now look to the future of their business and can handle a much larger amount of attendees at their conferences with the same workload for their staff. At a time when software programs have a limited lifespan, they foresee their business using the software program for years to come and know that Squairetree will be there to make any additions or adjustments necessary.

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