



ORBIT & Touchplan

ORBIT is the iPad sales management application, developed internally for use across all Informa regions. It is bespoke to Informa's business and has been improved over the last several years to constantly meet evolving and increasing business needs. A feature set can be requested, quickly released and deployed. This quick turnaround has helped ORBIT evolve from a simple exhibitor list management tool to the sales/rebooking management tool that is being adopted and utilized at more and more events today.

Touchplan is the touch screen floorplan sales application also developed internally used in conjunction with ORBIT. It enables sales personnel to quickly present the exhibition floorplan and configure stand space for clients, allowing the selection and assignment of stand packages and products, before the configured sale is sent to the ORBIT iPad application for contract completion. It enables authorized sales personnel to make real-time alterations to the floorplan, whether splitting, combining, resizing or moving stands.

An average of 64% of exhibitor and sponsor revenue is signed through ORBIT/Touchplan onsite

15% average increase in revenue signed onsite year over year

500+ contracts signed through ORBIT/Touchplan a year

ORBIT - iPad sales management application

- Digitally sign space and sponsorship contracts
- PDF version of the contract is sent to client shortly after
- Manage rebook appointments
- Seamlessly cross sell into other events
- Historical data is readily available for reference
- Quickly update Account and Contact information if needed
- Add relevant notes and share automatically with team

Touchplan: Touch screen stand selection software

- Large display of entire exhibition floor plan
- Package details touch-linked to floor plan space
- Select stand and instantly assign exhibitor
- Stand product immediately integrated into ORBIT contract completion
- Rapid reconfiguration of floor plan
- Real time updates to all Touchplan floor plans