



 Standscape



  
exbo

## Leadership/ Management Team

Caroline Morgan  
*CEO*

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*Head of  
Development*

## Brief History

ATAS (our holding company) started life 20 years ago, as a small software house, writing custom systems for businesses and factories. One of those businesses was a conference organiser, who asked us to write an online booking system for them.

We realised that there was a great need for good conference software and we soon wrote a delegate registration system, and then an abstract management system. Soon there was so much conference industry work that ATAS spawned a division especially for it, called EXBO.

Ten years and hundreds of events later, we realised that our ground-breaking exhibition software was hidden in a very small sector - medical conferences for the most part. It really belonged on the exhibition sector. So we upgraded it, added functionality specific to expos, included a module for stand builders (which got them quite excited!). And we created a division for it called Standscape.



[www.standscape.online](http://www.standscape.online)

## What do we offer?

We are a software company specializing in software for exhibition organisers. We offer a set of online software solutions that we designed ourselves, and that provide accuracy and efficiency for the event organiser... and convenience for your customers.

## Who is in our team?

Our team is made up of a mix of full time, part time, and outsourced staff. Core skills include web development, web design and project management.



## What EXBO does

We provide online tools for event organisers, such as event websites, delegate registration, abstract management, e-poster systems, name badges and a host of related tools. We constantly add new features as the market demands them. This is pay-as-you-go software \_ just order what you need for each event. Our typical customer is a conference organiser, PCO or event manager. These include academic and association conferences, business seminars, golf days and training sessions.

## What Standscape does

We provide an interactive stand-booking system for exhibitions and tradeshow. Exhibitors can view the live floorplan, select a stand and book it in real-time. A second stage collects further info from the exhibitor such as attendance of related social events, names of stand reps, wording for fascia board and anything else the organiser needs. Our typical customer is an organizer of tradeshow with 200+ stands. These include medical, automotive, health and agricultural expos, amongst others.



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