



## Exhibitor Ordering System Case Study

Exhibitor Ordering System  
For One of the  
Biggest  
Events Producer

# EXHIBITOR ORDERING SYSTEM

## Case Study

01

## Exhibitor Ordering System

### Application for One of the Biggest Events Producer

Our client is one of the most influential names in the Middle East's Events sector having delivered international trade events across a variety of markets since 1958. SolGenie was approached for a solution developed with Drupal that could effectively streamline their event management operations cost-effectively.

02

## The Challenge

custom dynamic form feature clubbed with the ordering system of the application which made it challenging to meet deadlines.

03

## Our Solution

Feature-rich application with Drupal that streamlined management of events and shows. After discussing possible attributes and their effects on our client's business, we delivered a scalable solution with all the necessary features. Our development team and technical analysts documented client requirements, client business objectives and other necessary data so as to conceive a proper application that meets the client needs. The development team started by working on a custom RSS feed for the application during the initial phase. SolGenie's home-brewed Agile development methodology made sure the development was transparent, subsequently aiding the team to get inputs from client on how they want to combine and use the dynamic form feature with the event and exhibitor ordering system.

The team managed to fully develop a pre-tested version of the application ahead of schedule. Named 'Exhibitor Ordering System', the application's tests showed good outcomes for our client. The web-based application allows clients to manage events and shows.

“

*Aggregating topic-specific data for the custom RSS feed from our client's data*

## 04 | Basic Features Includes

- Add shows & create events
- Create exhibitors / contractors
- Create various types of forms & assign exhibitors
- Secured access for users
- Reports audit trail for management
- Event-based RSS feed

## 05 | Technology



## 06 Results

Scalable and secure application with audit trail and reporting features  
for easier decision-making

## 07 Business Benefits

Scalability

Responsiveness to mobile devices

Streamlined operation

Audit trails

Reports to help with decision-making

Integrated online payment method reducing financial complexities



*Syndicating the content, and displaying relevant data depending on the users.*

# EXHIBITOR ORDERING SYSTEM

## Case Study



SolGenie HQ Office  
4725 Peachtree Industrial Blvd,  
Suite 200, Norcross, GA - 30092.

Phone. (470) 381-2300  
Email. [info@solgenie.com](mailto:info@solgenie.com)  
[www.solgenie.com](http://www.solgenie.com)