

AllianceTech

Intelligent EVENTS

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FOR IMMEDIATE RELEASE:**Alliance Tech Expands Product Offerings into Europe**

AUSTIN, Texas, Oct. 15 /PRNewswire/ -- Alliance Tech, <http://www.alliancetech.com/>, the leader in RFID enabled event measurement, announced today the opening of their European office. This new division will be based in Munich, Germany and will offer event sales and strategy for clients throughout Europe. Alliance Tech's presence in Europe will strengthen their position as the leader in event reporting and analytic solutions.

The office will be headed by Aleksandar Miroslavljevic, Senior Business Development Representative at Alliance Tech. "I'm excited to bring Alliance Tech's solutions to trade fairs and events throughout Europe. I've been in the tradeshow industry for 20 years and have noticed increased interest by event directors to offer more value to their exhibitors, as well as have access to quantifiable metrics to measure their events."

Alliance Tech's **Intelligent ATTENDANCE** solution allows event organizers to accurately and immediately gain session attendance data and attendee participation levels at their tradeshow and events. This solution provides high level analytics to understand what was successful, and also identifies areas of necessary improvements to assist in planning the next event.

Alliance Tech's **Intelligent EXHIBITOR** booth tracking solution has the ability to capture visitor demographics, measure product interest, and gain an understanding of behavioral patterns within their booth. This provides valuable insight into attendee activity and visitor duration to help identify attendee interests.

David Soto, Vice President of Partnerships at Alliance Tech states, "We have successfully deployed our products at various conferences and events throughout Europe, but felt that a permanent office will provide better and more consistent opportunities to help our clients who continue to express the need for event reporting and analytics. Now more than ever event planners are being required to provide quantifiable analytics to establish event value to their organization. We decided that this is the right time and right steps we needed to take in order to help our current and future clients."

If you would like to learn more about Alliance Tech's products and services, please contact Aleksandar Miroslavljevic, if located in Europe, via telephone at +49 (0) 811 12 49 005, or by email at amiroslavljevic@alliancetech.com. If based in the United States, please contact David Soto by telephone (512) 320-5773, or by email at dsoto@alliancetech.com.

About Alliance Tech

Alliance Tech enables companies to increase their return on investment (ROI) of tradeshow, conferences and events through an industry leading marketing intelligence platform. Alliance Tech is the leader in intelligent events that utilize radio frequency identification (RFID) to track attendee interests and preferences. Alliance Tech solutions include RFID attendee reporting, lead management, surveys and social networking. Alliance Tech is a two time winner of Corporate Event Marketing Association's (CEMA) technology shootout award, and the 2008 Top Technology Supplier by Meeting Tech Online. To learn more, visit <http://www.alliancetech.com/>.

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