



Exhibit Hall Floor Plans and Interactive Maps Now Work Well on All Devices

Exhibit hall floor plans have been a critical component of many annual and regional meetings. They provide an important link between exhibitors with products and services and meeting attendees who are ready buyers.

Online maps that highlight a region when rolled over with a mouse are perfect for displaying area boundaries, zip code zones, or other irregular shapes.

But until recently, floor plans and maps have been presented in a static size best shown on a desktop. Maps on tablets or phones didn't adjust to the proper size and didn't provide the same functions.

What changed?

A new image file type using the .svg extension was introduced to the now familiar .jpg, .gif, and .png formats. The new *Scalable Vector Graphic* format provides the floor plan and imagemap functionality that was missing from tablets and phones.

So, let's explore a useful example – an exhibit hall floor plan.

The classic exhibit hall layout is imported just once for all formats and it instantly becomes an interactive feature on desktop, tablet, and phone devices. Color coded booths, pop-up exhibitor information, and zoom features work in all screen formats.

One setup for all formats greatly simplifies the process and also pays dividends when challenged with late breaking booth purchases or show floor alterations, as these are easily handled too!

A small but powerful Admin panel allows organization staff to assign roll-over colors, enter basic company info, and track booth sales.

Uploading company information – which appears in a pop-up when a booth is highlighted – can be completed by the Admin team or turned over to the exhibitors.

But SVG is not confined to rectangles and squares. Any shape will work, which makes it great for maps, seating charts, zip code areas, or creating hot spots in photos.



Here's a regional map example. We traced the outline of regional areas and selected white as the highlight color. Highlighting occurs when the region is selected or rolled over with the mouse.

Once defined, the irregular shapes display and function identically on any viewing device. And pop-ups can be added to display additional details.

SVG files are powerful and their use is only limited by your imagination. Be sure to include SVG-based maps and exhibit halls on your web site. Contact us to find out more.



ASAE 2018 Report

This August marked **22 years** of PODI exhibiting at the **ASAE Annual Meeting and Exposition!** That's 22 years of sharing our message, seeing current clients and old friends, and making new connections in the industry. With Chicago as the host city, we saw more attendees this year than in many years past.

Those high attendance numbers translated into plenty of face time for Paul and Marie with some of our favorite people. We got special visits in the booth from current clients (some of whom we'd never met in person before), former clients (who told us just how much they missed us), and other consultants and vendors with whom we do work throughout the year. And these meet-ups extended beyond the expo floor, too. Seeing these smiling faces always makes the day go by so much faster. Special thanks to all who made the trip over to visit us in the booth:

ACEC, ASTRA, Beacon, Bostrom, CASE, EUCG, HVI, King Management Group, Matrix Group International, Inc., NACD, NASMM, Natural Stone Institute, P&N Association Management, SLAS, Virtual, Inc., and more.

We're looking forward to seeing even more of you in Columbus, OH - August 10-13, 2019!

Other News and Notes

[American Council of Engineering Companies \(ACEC\)](#) celebrates member accomplishments at their Engineering Excellence Awards banquet each year. Potomac Digatek-developed entry, judging, and selection software supports the entire awards process. This year ACEC's member organizations are getting into the act by using the same software for their local ceremonies. And those that do can transfer local competition entries directly into the national version. Colorado, Georgia, Indiana, Maine, Ohio, Tennessee, and Wisconsin are already accepting 2019 entries. Florida, Kansas, and Massachusetts will follow soon.

The clean look of the [American Society of Access Professionals \(ASAP\)](#) web site was welcomed by site visitors. ASAP Members benefit from the integration with ACGI's *Association Anywhere* member management software.

Association Management Software provider, [Impexium](#), just launched a new version of its corporate web site with a new look and fresh content for visitors.

The [Institute for Transportation Engineers \(ITE\)](#) launched its new web site in conjunction with its annual conference. The new site provides a great portal into their impressive collection of content for the transportation engineering community. Members will benefit from the improved presentation of content and the intuitive, user-friendly navigation system.

The next [**National Association of Senior Move Managers \(NASMM\)**](#) annual conference will be held in San Diego next March. Their [new 2019 conference site](#) presents meeting information in the novel tile format that members enjoy.

Thank you for your time. More exciting projects are already in the works for our next update.

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