EXPEDE IT SOLUTIONS ACQUIRES EVENT MARKETING MACHINE LTD

Tuesday 1 August, 2017

Expede IT Solutions Limited (Expede), the creator of YADA – the social media platform designed to enhance collaboration and interaction at live events - announces the purchase of Event Marketing Machine Limited (EMM) for an undisclosed sum and the addition of their business and staff to its ever growing Group.

'As part of our ongoing search for the best talent and complementary businesses in the live event support sector to grow our group through strategic acquisition, we are delighted to announce that industry expert, Andrew Thornhill, and the team at Event Marketing Machine have agreed to join us on our journey to build the most comprehensive and responsive technology-led live event support agencies in the world', says Martin Roots, Expede's Managing Director.

'The expanded Group of Companies – Expede IT Solutions Limited, YADA Events Technology Limited, and Event Marketing Machine Limited – together will provide thought leadership as well as a fully integrated suite of services and solutions to event professionals: enabling them to get the most from their events and measure their success effortlessly. This is a tremendously exciting time for Event Marketing Machine, I am looking forward to working with the Expede team. The YADA platform is the most exciting events based app I have seen and we are very happy to be the partner who delivers it into the commercial events sector.' Andrew Thornhill, CEO of Event Marketing Machine Limited.

Following the acquisition, Andrew Thornhill will join the Board of Expede and will take on the role of Business Development Director for the Group.

About Expede IT Solutions Limited

Founded in 2013, Expede delivers IT-supported business change to its clients through the provision of business consultancy, technical expertise and the development and deployment of revolutionary collaborative platforms such as YADA.

About YADA

YADA is an innovative self-service events management and social engagement platform that allows you to engage with your attendees from beginning to end. It offers a complete event management solution from ticketing to the curation of content posted by guests and attendees. With YADA organisers can create bespoke event pages, capture every moment through photos, video, comments, social media hashtags and polls, and share them via social media or display them throughout their venue via LiveView.

About Event Marketing Machine Limited

Event Marketing Machine is a specialist agency who offers professionally managed strategic planning, marketing support and training to trade show organisers and exhibitors. Such support before, during and after a trade show or sector-aligned exhibition is proven to significantly increase the organiser's/exhibitor's return on investment (ROI).

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