

Streamlined Exhibition Management



مركز اكسبو الشارقة
EXPO CENTRE SHARJAH

How Expo Centre Sharjah Elevates Operations with Momentus

The Customer

Expo Centre Sharjah, one of the oldest exhibition venues in the Middle East, has been a pioneer in the region's event industry for over 50 years. As the host of major B2B and B2C shows, the centre plays a vital role in driving trade and commerce in the UAE. Events such as the SteelFab, International Jewelry Show, and the Sharjah International Book Fair are among the many significant exhibitions held annually. In addition to its long-standing reputation, Expo Centre Sharjah is both an organiser and venue owner, handling a wide array of events that include everything from trade shows to conferences.

Organisation:

Expo Centre Sharjah

Industry:

Convention Centres

Website:

expo-centre.ae

Location:

Sharjah, United Arab Emirates

Number of event spaces:

6

Number of events annually:

25-30

The Challenge

As a major exhibition venue with a legacy spanning five decades, Expo Centre Sharjah has navigated the growing complexity of the events industry. Their challenges included:

- **Managing Diverse Events:** Hosting large-scale exhibitions like the SteelFab and Jewelry Show required a system capable of handling complex exhibitor needs and operational logistics.
- **Siloed Information:** The team previously relied on manual processes and scattered systems, resulting in inefficiencies in managing data across sales, finance and operations.
- **Exhibitor Coordination:** The growing number of exhibitors across their many trade shows meant managing exhibitor communications, contracts and service orders became time-consuming and error-prone.
- **Need for Automation:** Reliance on manual tracking and individual follow-ups for exhibitor needs, documentation and payments added to the workload, particularly for the operations team.

“Before Momentus, managing exhibitor communication and orders was a massive task. We had to follow up manually with each exhibitor, which led to delays and duplicated efforts.”

— Faisal P.K., IT Manager, Expo Centre Sharjah



The Solution

To address these challenges, Expo Centre Sharjah implemented Momentus as their comprehensive event management platform, streamlining operations across departments, automating processes and improving coordination between teams.

Key Features Utilised:

- **Exhibitor Portal Integration:** Expo Centre Sharjah implemented the Momentus Exhibitor Portal to centralise exhibitor management. Exhibitors now receive automated welcome emails, access their dedicated portal for service orders and manage documents and payments online, reducing the need for manual follow-ups.

“The Exhibitor Portal was a game changer for us. We no longer have to manually manage each exhibitor’s requirements. Everything is tracked and automated, saving us significant time.”

— Faisal P.K., IT Manager, Expo Centre Sharjah

- **Task and Work Order Management:** The operations team leverages the Momentus Work Order system to manage exhibitor services, from electrical setups to furniture requests. Each department receives automated work orders based on the exhibitor’s service requests, improving coordination across teams.
- **Custom Dashboards:** The ability to create customisable dashboards provides real-time visibility into upcoming events and exhibitor service orders, allowing supervisors and management to track progress efficiently.
- **Advanced Reporting and Real-Time Data:** Momentus’ reporting tools enable management to track the progress of exhibitions, view exhibitor engagement and generate real-time reports. This offers valuable insights for decision-making, particularly during the crucial first months of exhibition planning. The system provides top-level management with the ability to monitor event progress, ensuring timely adjustments when necessary.

“The system gives us real-time visibility, which allows our top management to make quicker, more informed decisions during critical planning phases.”

— Faisal P.K., IT Manager, Expo Centre Sharjah





The Results

By adopting Momentus, Expo Centre Sharjah has achieved significant improvements in their event and exhibitor management processes:

- **Optimised Time Management:** Automation of exhibitor onboarding, task management and reporting reduces the workload on both the operations and sales teams, freeing up time for higher-level strategic planning.
- **Improved Communication and Collaboration:** Centralised information makes it easier for teams across sales, finance and operations to collaborate, reducing the reliance on manual communication and increasing overall efficiency.
- **Enhanced Exhibitor Experience:** The streamlined onboarding and portal functionalities create a smoother, more efficient experience for exhibitors, resulting in better communication and faster service delivery.

“The exhibitor portal has drastically improved how we interact with exhibitors. Everything is seamless—from onboarding to document sharing and payment processing. It’s saved us countless hours of manual work.”

— Faisal P.K.,
IT Manager, Expo Centre Sharjah

“Momentus has allowed us to centralise and streamline our processes, from exhibitor management to operational task tracking. It has made a significant impact on our efficiency and ability to manage large-scale events.”

— Faisal P.K.,
IT Manager, Expo Centre Sharjah

- **Increased Efficiency:** The ability to generate work orders and track exhibitor services in real-time allows the operations team to work more efficiently, ensuring that all exhibitor needs were met on time.
- **Long-Term Success and Scalability:** Expo Centre Sharjah’s relationship with Momentus has grown over the years, ensuring they stay at the forefront of event management technology. Continuous system upgrades and a focus on improving processes have enabled the centre to scale their operations and handle increasingly complex events.

Ready to revolutionise your exhibition management process?

Request Demo