



Business Relationships Start with a Click

Engaging and Empowering Business Communities

ExpoBee believes that the most cohesive and lucrative business communities are those that interact and communicate on an ongoing basis. Whether on-site at exhibitions or conferences, back in the office, or on the road – these communities thrive in an atmosphere of immediacy and information-sharing.

However, in today's dynamic markets, staying in-the-know demands a significant effort. Throughout the year, businesspeople worldwide struggle to navigate an ocean of information as they track relevant trends - signing up for newsletters, checking vendor websites, reading magazines, following industry blogs, and more.

Year-Round Business Community Engagement

For business community members, vendors, exhibition owners, and trade associations, **IndustryTracker** is an excellent solution to stay updated, relevant, and engaged.

IndustryTracker is the most effective way for industry professionals to consume relevant industry-focused news. Subscribers simply choose the industry categories, companies and topics they care about most. IndustryTracker does the rest by creating a personalized industry news feed that is easy to follow, and saves time and effort.

IndustryTracker continuously harvests the web for industry news, analyzing, categorizing, rating and storing news from relevant community web sites, social media networks, magazines and blogs. This elaborate, up-to-date industry news repository is provided by our clients to their community members – strengthening brand perception as a known and trusted source of information.

Global Presence, Seasoned Management

Headquartered in Israel with a sales presence on six continents, ExpoBee is privately held and backed by prominent and experienced international investors.

Led by exhibition, marketing, and media professionals, the ExpoBee management team brings broad, multidisciplinary experience with proven records of success. Complementing the management are experienced and professional R&D teams that together constitute a creative, caring and motivated force of industry leaders.