lodago

Lodago trade show management software

Get more out of every trade show, and prove it.

SINCE 2011 · TRADE SHOW SOFTWARE FOR B2B EXHIBITORS

BOOK. FIND. CAPTURE. HOST. STAFF. MEASURE.

Recipharm · SIGNIANT · VIAVI Solutions · Corden Pharma · DRIVENETS

SOC 2 · ISO 27001 · GDPR Compliant

MAKE EVERY EVENT COUNT.

Your trade show meetings, leads and follow-up. In one place, not in spreadsheets.

2026

HOW IT WORKS

From “who should we meet?” to “what did the event deliver?”

One platform for every step of your trade show program. What you learn at one event shapes the next one.

Book

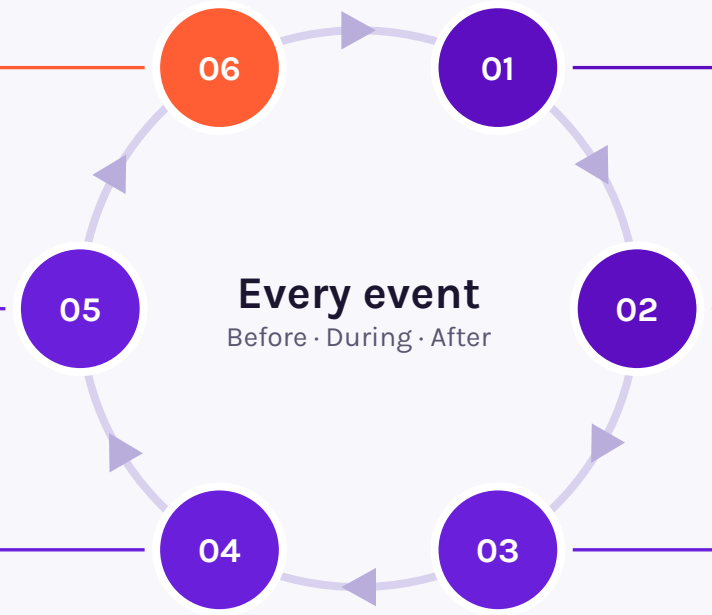
Book meetings, rooms and executives without double bookings, with **Meeting Scheduling**.

Find

Want more meetings? Find new prospects for the event and invite them, with **Meeting Generator**.

Capture

Scan badges and cards, qualify and follow up right after, with **Universal Lead Scanner**.



Host

Invitations, RSVPs and check-ins for your side events, with **Event Registration**.

Staff

Who's on the booth, when and where, with **Staffing**.

Measure

Meetings, leads and pipeline for every event, with **Analytics & Performance**.

BEFORE, DURING AND AFTER EVERY EVENT. THEN AGAIN AT THE NEXT ONE.

THE PLATFORM

Every step of the journey, in one platform

01 · BOOK

Meeting Scheduling

Book customer and executive meetings, rooms and attendees without double bookings. Approvals, invites and reminders included.

02 · FIND

NEW

Meeting Generator

Find new opportunities at the event: see which prospects will be there, and invite them from the platform.

03 · CAPTURE

Universal Lead Scanner

Scan badges and business cards, qualify, take notes and book the follow-up the moment the lead leaves the booth.

04 · HOST

Event Registration

Invitations, RSVPs and check-ins for dinners, receptions and VIP sessions.

05 · STAFF

Staffing

Who's on the booth, when and where. No missed shifts, no double-booked reps.

INCLUDED AT EVERY STEP

Analytics & Performance

See what each event delivered: meetings, leads, check-ins and pipeline, live.

AI Copilot

Ask your Lodago assistant anything, and it does it for you. Nothing changes until you confirm.

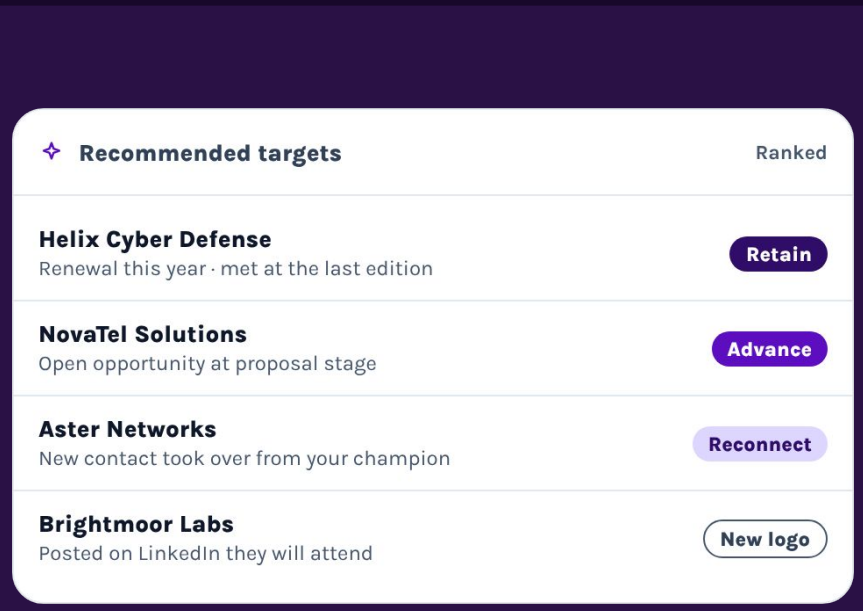
Integrations

Salesforce, HubSpot, Microsoft Dynamics, Marketo, Pardot, Outlook, Google Calendar and Slack, or any CRM through our API. Plugins for Salesforce and Slack.

BEFORE THE EVENT

Fill the calendar and find who else to meet

Your reps book the meetings they set up with prospects and customers. Lodago helps you get even more.



Book it your way

Only times when every attendee is free and a room is available. Booking links by email, website or QR code, routed to the right rep, with approvals.

Describe your ideal customer

Tell the AI Strategist what you sell and your goal. It asks questions until your ideal customer is precise.

Lodago finds who to meet

It searches your CRM and past editions, the exhibitor list, the attendee list if you have it, and LinkedIn signals.

Invites from your reps

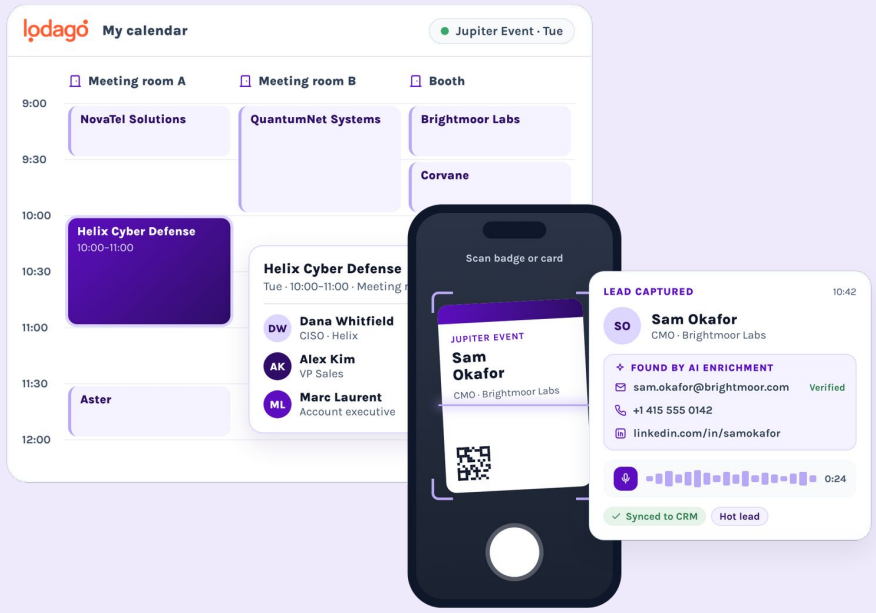
Each target goes to the right rep, with an invite to send from their own mailbox and a follow-up if they don’t answer.

SET A MEETING GOAL PER EVENT AND PER REP, AND WATCH IT FILL.

DURING THE EVENT

Run your meetings and capture every lead

Meetings and leads, live in one platform. Calendars update instantly, and leads, notes and meetings sync to your CRM as they happen.



Meetings and side events

Check guests in by QR code and reschedule no-shows on the spot. Live capacity, approvals and waitlists for side events.

The team

Shifts and meetings in one schedule: nobody in two places at once. Rebalance coverage from any device.

Leads at the booth

Any badge or card, on any phone, no scanner to rent. AI adds email, phone and LinkedIn; your CRM shows past meetings and buying signals.

Notes that get taken

Reps dictate notes by voice and fill your qualification forms. No network? Take a photo and import the scan later.

MEETINGS, ROOMS, SHIFTS AND LEADS, LIVE AND SYNCED TO YOUR CRM.

AFTER THE EVENT

Follow up fast, and show leadership the numbers

No CSV imports, no notes typed in weeks later: the follow-up starts as the event ends, and the results are already there.



Follow-up

Follow-up emails go out when you save the scan, or when you decide. Notes, outcomes and tasks are already in your CRM, verified emails only.

Pipeline and ROI

Every interaction tied to the opportunities and pipeline it influenced, with progress against your goals per event and per rep.

Compare your events

Events, teams and regions side by side, with views for reps, managers and leadership.

Ask your assistant

“How many no-shows?” “Who booked the most meetings?” Export, save and re-run reports with fresh data.

FROM “WE THINK IT WENT WELL” TO TRADE SHOW ROI YOU CAN SHOW.

lodago

Ready to make every event count?

Start with the solutions you need, and add more later as your event program grows. Every package includes dedicated onboarding and support, online and on site.

Book a demo

lodago.com

Since 2011 · 40+ languages · Unlimited users and admins · SOC 2 · ISO 27001 · GDPR

Trusted by Fortune 500 and NASDAQ-listed companies

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MEASURE.

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