

PRESS RELEASE

Caterease Raises Standards a “Mile High”

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Naples, Florida –

Caterease Catering and Event Management Software set new industry standards at the Event Solutions tradeshow last week in the Mile High City. The cutting edge software company once again demonstrated its dominance with a booth full of excited, energized visitors.

Caterease 8.5, the latest revolutionary version of the product, was the talk of the tradeshow, and many customers purchased on the show floor to take advantage of special attendee discounts.

“Although we sell programs at every show we attend,” said Chris Kopriva, booth presenter and Caterease Director of Sales, “this show stood out because almost everybody who bought here had done his or her own research on our website, flying below our company’s radar.”

Kopriva explains that normally most tradeshow purchasers have spent time on the phone with Caterease sales representatives, perhaps even attending live web demonstrations. “Usually, we know who they are,” he points out. “We have record of them.”

Surprisingly, that was the exception rather than the rule in Denver this month.

“At this show, people were coming up to us with a credit card,” says Kopriva, “saying, ‘You don’t know me. I’ve been perusing your website for a month and I know all about your product. This is what I want to buy.’”

Caterease has long been heralded as having the most comprehensive, informative website in the industry. Every piece of information on the product – including screenshots, video tours and detailed pricing – is available with the click of a mouse.

“Our competitors often don’t even show you what their product looks like on their websites,” says Kopriva, “let alone how much it costs. We hide nothing. With a program and pricing like ours, the more people know the better.”

Kopriva is looking forward to his company’s next tradeshow appearance, and to visiting with even more well-informed customers. “So many of our competitors look at tradeshow as ‘lead-generators’”, he notes. “They’re satisfied using that as a forum to introduce the world to their product. Thanks to our website and to tremendous word-of-

mouth, the world already knows us well. We don't begin our transactions on the tradeshow floor; we end them there."

About Caterease Software

Caterease Software, developed by Horizon Business Services, Inc., is a comprehensive event management program unparalleled in the hospitality industry. For more than a decade, event management professionals of all sizes – from independent restaurants and caterers to large hotel chains and conference centers – have come to rely on the power and user-friendliness that Caterease is known for.

Designed in conjunction with experts in the hospitality industry, Caterease offers the perfect blend of essential features and an attractive, easy-to-use layout. With more flexibility than any other software, Caterease even allows the end user to redesign the program to perfectly fit his or her specific business needs. Caterease is truly automation made easy, and is the ideal solution for the hectic world of catering and event management.

Visit our website www.caterease.com or call 800.863.1616 for more information.

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