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PRESS RELEASE

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Events Firm Launches New Web Site Redesign

Excerpt:

Like boats and kitchens, web sites can lose their luster over time yielding a dated look. MAC Events LLC saw this occurring and decided on a web site redesign, consistent with the expansion of events they produce throughout the Mid-Atlantic region.

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MAC Events LLC is celebrating their 10th online anniversary at MacEvents.com. One of the first event producers to launch an online website, it is prominently known as the industry leader in leveraging web technology. With over 40 years of experience in show production, the company has recently added new markets and shows to its lineup. This growth has carried over to the company's web site, which recently underwent an improvement of its own. A complete overhaul has been done to update the navigation, graphic design, and other aspects of the site. Clipper Web Development was hired to take on the task of the web site redesign.

MAC Events partner Kevin McLaughlin got the job of choosing a new look for the site. According to McLaughlin, "We wanted to streamline site navigation and we wanted to maintain the professional image we've become known for, while offering our visitors an easier way to find show information." The web site redesign would focus on custom navigation catered to the site's different users, and graphic enhancements that relate directly to the industries featured in MAC Event shows. Clipper Web Development, which specializes in Internet development (creating new web sites as well as updating existing sites), began formulating ways of applying modern design with McLaughlin's vision for a clean, easily navigable site.

To address the navigation and site structure, six unique user portals were created: Home Shows, Boat Shows, RV & Camping Shows, Flower Shows, Press Center and Exhibitors Center. This helped to streamline the process of finding and using data within the site. Then Clipper Web Development's design team created a layout and design consistent with the defined user portals. Colors, logos, and pictures were chosen with the company branding, while each user portal received a slightly different color variation to create a sense of individuality. Finishing touches to the web site redesign included professional photos provided by manufacturers and frequent exhibitors.

"We've received a very positive response to the new web site," said McLaughlin. "This is the first time any changes have been made to our site since we added the three Virginia shows, so this is an important step for our company."

The web site redesign also allowed for fresh look at what content was being presented, which inspired new ideas for inclusion. Additional items not in the previous version of the site include an expanded press center with downloadable press releases and images, as well as expanded content for each of the shows, including local restaurants, hotels, and featured attractions near each Convention Center.

The new web site redesign was launched on schedule and aligned with the fall debut of MAC Events shows. The finished product can be viewed at www.MacEvents.com. "We are very excited about the finished product and are proud to have helped MAC Events implement such an important communication tool," said Sloan Winters, Director of Internet Sales and Development for Clipper Magazine.

Founded in 1968, Mac Events is a nationally recognized producer of high-quality business-to-consumer trade shows in a variety of industries and markets. The Spring Lake, New Jersey family-owned company produces 19 recreational vehicle, boat, home and flower & garden shows a year throughout Colorado, New Jersey, Rhode Island, Massachusetts, Virginia, Wisconsin and Pennsylvania. For additional information about the show, please contact MAC Events at (800) 332-3976 or visit the company's website, www.macevents.com

Clipper Web Development, and its parent company Clipper Magazine, provide web site redesign, web site development, company branding, internet marketing, business-to-business marketing, direct mail marketing, email marketing, and advertising. For more information, call 1-888-569-5100 or visit www.clippermagazine.com.