

# market

A NEWSLETTER FOR JAVITS CENTER CUSTOMERS



## Jake is Live!

February 2018

*Jake* is live! And so far, online orders are pouring in! Since the online ordering system officially launched on January 1, we have received more than 5,420 orders from customers, proving the easy-to-use portal is generating positive feedback from our exhibitors and event managers. *Jake* provides an online portal for customers to remotely order a wide range of products and services – from cleaning services to lighting equipment – while allowing them to browse items and create quotes before placing orders.

Thanks to our dedicated employees, especially Exhibitor Solutions and Accounts Receivable, *Jake's* initial rollout during the first move-in period with UBM's series of fashion events was smooth and seamless. Stationed around the Exhibitor Solutions desks on the show floor, our staffers engaged with exhibitors, explaining the benefits of the new online system and encouraging them to sign up and place online orders for the first time.

"*Jake* eliminates many of our outdated, paper-based processes, and we are thrilled

that our customers have responded so quickly and so favorably,” said Chief Financial Officer Melanie McManus, who helped lead the implementation of the new online system. “This online system provides a digital history of all orders, helping us to ensure the needs of our customers are met and exceeded – for each and every event.”

