



**Arnie Roberts**

President, *Smart-reg International, Inc.*

Arnie Roberts has more than 27 years experience in the trade show, conference and meeting registration industry. His knowledge of registration processes, WEB based solutions along with innovative state-of-the-art technologies has been integral in finding varied solutions that meet client needs. His ingenious, It's All in the Badge™ RFID based technology makes him a leader in the field of registration and lead capture. His most recent achievement includes the award winning Tap-N-Go, and the new SMARTALEC device used to provide corporate counterespionage measures at meetings. Arnie's Degree in Systems Engineering and experience with managing the corporate data center for the American Broadcasting Company (abc) has given him the ability to provide unique solutions to challenges. He is currently on Trade Show Executive Magazine's Who's Who list, and one of the Experts for EXPO Magazine's "Expert Q&A", dealing with Registration and Lead Capture.