

People · Software · Technology

EVENT TECHNOLOGY

What's Really *Changing* in Event *Tech*

And what it means for your events.



For associations, your flagship events aren't just programs — they're revenue drivers, membership touchpoints, and the public face of your organization. That makes the technology behind them more than an operational detail. It's a strategic decision. And right now, the landscape behind that technology is changing fast.

The announcements keep coming. Another acquisition. Another “exciting merger.” Another post in your LinkedIn feed about how the change will “serve you better.”

But reading between the lines, something bigger is shifting.

01

The **consolidation** wave

Private equity firms have been on a tear across event technology. One firm alone has been steadily acquiring companies that handle registration, lead capture, virtual events, video content, venue sourcing, and more, bundling them for “your benefit”. Other well-known platforms have been scooped up by holding companies with operational efficiency expertise, but zero event industry experience at all.

The pitch to organizers sounds appealing: all your tools, now under one roof. One company to work with instead of five. Simpler. Better. Unified. ***But is it?***

02

When “One Platform” isn't always **one platform**

When a PE firm acquires multiple event technology companies, the logos may change. The sales pitch definitely changes. But the technology behind it? That change doesn't happen overnight, ***if it happens at all.***

What you're still left with is multiple products, built by different teams on different architectures with different databases, just wearing the **same brand name.**

The registration system doesn't natively share data with the lead capture tool because they were never designed to work together. They were designed by separate companies, for separate purposes, and then stapled under one roof ***after the fact.***

03

And then there's the ***people part***

There's a second cost that's harder to see from the outside but easy to feel when you need help.

Acquisitions bring "operational efficiencies" leading to restructuring. Restructuring brings layoffs, eliminating redundancies. And too often, the people who get cut are the ones who knew the product best, who understood how your specific event was set up, who you could call when you had a last-minute question two weeks before your show. That institutional knowledge doesn't transfer in a handoff document.

And it's not just support teams. When the leadership behind your platform keeps changing, the vision changes with it.

04

Who's behind ***the curtain?***

None of this means every acquisition is bad news, or that every PE-backed company stops caring about its customers. But ownership structure is worth paying attention to, because it's often a signal for where change could come from.



A company backed by private equity is typically building a portfolio that leads toward a successful “exit strategy”, i.e., reselling what they bought and packaged together. A publicly traded company reports to shareholders every quarter. A company with constant leadership changes may still be figuring out what it wants to be, where it’s trying to go. None of those things are wrong, but they do shape how decisions get made — what gets prioritized, where budgets get cut, how fast things change.

As an event organizer, you already have enough to manage. Venues, speakers, sponsors, registrations, logistics, a timeline that never has enough margin. The technology behind your events should be something you can count on, not something you’re keeping an eye on.

IT'S WORTH KNOWING

It's worth knowing who owns your vendors and what they're building toward. Not because the answer is necessarily bad, but because it helps you understand what might change and whether you're comfortable with that.



05

We built eShow *for the long run*

eShow has been in the event technology business for 30 years. We're independently owned and founder-led — the same founder since day one, with a vision that continues to evolve as the industry and organizer's needs change. We're not backed by private equity, we don't report to shareholders, and we're not building toward an exit. ***We answer to our clients.***

Our platform was built as a single system from the start. One database, one architecture, with modules designed to work together from day one. It wasn't assembled through acquisitions and rebranded. It was built this way on purpose. Registration, conference management, expo management, mobile app, onsite technology — all natively connected, sharing the same data without relying on APIs or exports to move data from one system just to upload into another. Whether you're running a trade show floor, a conference schedule, or both, the information flows between them because they were designed that way from the start. **That's what we mean by one platform.**

30+

YEARS IN BUSINESS

1

OWNER & FOUNDER

1

UNIFIED DATABASE

One platform. One relationship. Want to talk about what this means for your event?

LET'S CONNECT

GOESHOW.COM

