

Geomares and Diversified Communications Announce Cooperation



Geomares and Diversified Communications have announced a cooperation whereby the media company's Geo-matching.com product database will become the official supplier directory for the following trade events and e-media sites organised by Diversified: [SPAR3D Expo & Conference](#), SPAR3D.com, [International LiDAR Mapping Forum](#), [Commercial UAV News](#), [Commercial UAV Expo Europe](#) and [Commercial UAV Expo Americas](#).

Exhibiting companies at Diversified's events that have an expanded Geo-matching.com profile will be linked directly from the exhibitor list to their profile on Geo-matching.com, which includes information such as company description, contact information, videos, technical specifications, product categories and more. This will give event visitors direct

online access to extensive information available only on Geo-matching.com. Meanwhile, the relevant logo of each Diversified event at which those Geo-matching.com companies are exhibiting will be added to their company profiles. This will highlight Diversified's market-leading events in the geospatial arena to Geo-matching.com users.

"We're very excited about this cooperation," said Lisa Murray, event director at Diversified Communications. "Geomares is a highly regarded global media company operating in the same markets as our conferences and expositions. This cooperation allows us to leverage their robust product database, providing value for our exhibitors and attendees." Geo-matching.com showcases more than 1,400 hardware and software products for surveying, navigation and machine guidance.

Ms Murray added that the two companies have been collaborating for years. "Geomares has been a media sponsor for our events for years with their publication *GIM International*. The relationship has been one of mutual exposure to our respective audiences. Always a win-win, it was a stepping stone for this more involved cooperation." Diversified has been producing market-leading events and media for geospatial professionals for more than 15 years.

"We are very happy to offer this extra exposure to our suppliers and their products and add value to the event and news websites of Diversified Communications at the same time," said Herma Lenten, sales & marketing manager at Geomares. "Following a period of rapid growth, we are eager to enter this cooperation with Diversified's events to connect with their respected audiences and strengthen each other's platforms."

Companies wishing to enquire about a listing on Geo-matching.com and/or exhibiting information may contact info@spar3d.com or herma.lenten@geomares.nl.

About Geo-matching.com

Geo-matching.com is the world's most complete product database for surveying, navigation and machine guidance. The website allows visitors to assess specifications, watch videos, filter and compare products from different manufacturers and connect directly with suppliers. It is produced by Geomares, an international media company for specialised trade information specifically focused on geomatics, hydrography, marine navigation and related industries. [Geomares](#) offers innovative and state-of-the-art business-to-business services and solutions, to industry professionals worldwide.

About Diversified Communications

SPAR3D Expo & Conference, **SPAR3D.com**, **International LiDAR Mapping Forum**, **Commercial UAV News**, **Commercial UAV Expo Europe** and **Commercial UAV Expo** are produced by Diversified Communications, a global media company with more than 15 years' experience producing technology events and media for the global geospatial market. Content – delivered in-person and online – gives practitioners tools and information to make better business decisions. www.divcom.com