



April 8, 2016

To Whom It May Concern:

ADEX provides integrated marketing services at trade shows, corporate events and special events. Many companies rely on us to manage their trade show marketing programs and ensure the right exhibit shows up on time and on budget.

We had a homegrown CRM system and converted to Salesforce a few years ago for our Sales team. This letter is written to express our recommendation of NexGen Consultants as a Salesforce.com implementation partner. We have worked with NexGen since 2014 and Elise Pottinger was our main point of contact. She is a critical and creative thinker when it comes to providing solutions. She has delivered on time as was promised and is ready to go the extra mile to achieve the goal of customer satisfaction.

Elise helped set up web to lead so that we can receive leads automatically from our website, Lead management, as well as Account, Contact and Opportunity management. She also created reports and dashboards for management to reference.

The entire team at NexGen is there when you need them. We are impressed with the commitment and outstanding quality of the services. We are happy to recommend them as a trusted implementation partner.

Sincerely,

Walt Pottschmidt  
Vice President Sales & Marketing

AFFINITY DISPLAYS & EXPOSITIONS

1301 GLENDALE MILFORD ROAD CINCINNATI, OHIO 45215 513-771-2339 513-771-3521 [www.adex-intl.com](http://www.adex-intl.com)

TRADE SHOWS, CORPORATE EVENTS, ASSET MANAGEMENT, & EQUIPMENT EVALUATION PROGRAMS