

# 2015 TECH TREK

BY DANICA TORMOHLN

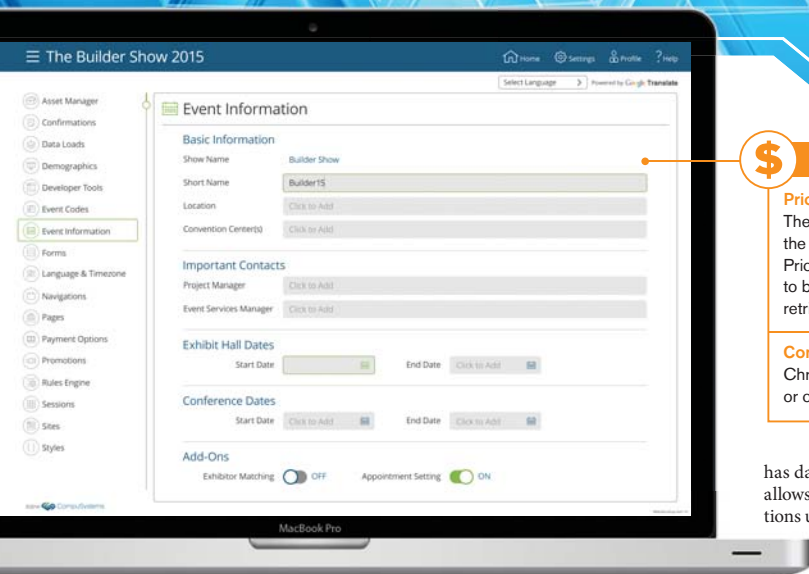
While mobile continues to be a key component of most new product offerings for the trade show industry, Beacon and iBeacon technology will also be hot in 2015. Show organizers can use Beacon and iBeacon technology to send informational and directional messages to attendees, while exhibitors can target specific attendee groups with marketing messages when they are within close proximity to their booths.

It appears that attendee-to-attendee networking is finally becoming a reality, and data integration will make it more efficient for exhibitors and attendees to interact with your brand. The latest content management solutions will also help to streamline the process for speakers. New reporting and analytics tools will offer a deeper dive into relevant business intelligence. Industry suppliers continue to make it easier to promote events year-round while keeping costs down through a variety of advertising and sponsorship opportunities.

**Trade Show Executive presents our annual roundup of the latest solutions to help organizers, attendees and exhibitors maximize their show experience.**

a2z Inc.....	pg 44
Balluun .....	pg 46
Core-Apps .....	pg 44
CompuSystems, Inc.....	pg 40
Experient .....	pg 42
FreemanXP .....	pg 41
Global Experience Specialists .....	pg 42
ITN International, Inc.....	pg 45
ShowCycle .....	pg 47
SMART-reg International, Inc. ....	pg 46
Streampoint Solutions.....	pg 47
Ungerboeck Software International.....	pg 43

# WHAT is HOT



## CompuSystems

At Expo!Expo!, CompuSystems, Inc. (CSI) demonstrated a new registration platform that will be officially rolled out in the 4th Quarter of 2015.

“The new platform will be extremely efficient in the show set-up and maintenance process,” said Chris Williams, president. He said the platform is designed to allow registration sites to be set up in just a few days, and changes can be made instantly by CSI or clients without the need for programmers.

The new registration platform, which works on any device or operating system,

### \$ COMPUSYSTEMS

#### Pricing:

The new registration platform is priced the same as its current application. Pricing for registration will continue to be determined based on the lead-retrieval participation by exhibitors.

#### Contact:

Chris Williams at (708) 486-0780 or [chris.williams@csireg.com](mailto:chris.williams@csireg.com)

has data warehousing capability that allows CSI to collect data across all applications used by an event. CompuSystems will provide business intelligence across the show, across years and across the industry via the platform's real-time analytic tools.

“Core to the platform is high performance, scalability and reliability,” said Williams. He said CSI has run tests where the platform has processed one million records simultaneously in two seconds. In addition, all user tools and web sites have language translation services that allow them to render in any language. Data can be collected in any language and translated to English for reporting and analytic purposes.

## Freeman

In mid-December, FreemanXP, a brand experience agency within Freeman, launched FXP | touch, a second screen platform with proprietary, patented technology through an exclusive license of SlideKlowd from Klowd.com

The platform is designed to help speakers and attendees increase engagement, create conversations, and amplify event content. Second screen technology pushes presenter content (slides, polling, social media, notes, video, etc.) to any device, in real time, during a presentation.

FXP | touch, a cloud-based solution with enterprise-level security, engages attendees by providing content and opportunities for interaction. The platform features a data and analytics dashboard that allows organizers to measure the impact of their content and presentations.

Attendees can take notes and share presentation content quickly and easily. Attendees can review content or dig more deeply into areas that are most relevant to them personally.

### \$ FREEMAN

#### Pricing:

FXP | touch starts at \$15,000. This technology will be available to FreemanXP clients as part of an overall package. Costs vary based on the number of presentations and users. “It's highly customized, based on the size, scope and depth of the application,” said Chris Cavanaugh, executive vice president, brand strategy & business insights, FreemanXP.

#### Contact:

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*Continued on page 42*





Continued from page 41

## Experient

In December, Experient introduced Engage, a mobile platform that offers a responsive web experience from any device and a mobile app that is unified with Experient's custom registration, housing and lead-retrieval technology.

Engage also offers other features that are typically found in an event app, including floor plans, schedules, exhibitor search, speaker information and much more. Users can register for the event and reserve, modify and confirm housing in the app.

In addition, attendees can exchange data with other attendees because the registration data is unified with the app. Show organizers can use the Bluetooth LE (BLE) and beacon technology to alert attendees about shuttle bus departures or to offer badge printing from the app at remote locations. Attendees can pay for additional sessions or events with a credit card on site through the app since

Experient is third-party, audited payment card industry (PCI) compliant.

Experient offers Beacon technology, which allows exhibitors to send alerts to specific attendee titles. "The beacon cost is 10% to 15% less than the cost of radio frequency identification (RFID) because we don't have to put chips on badges," said Shawn Pierce, division president, registration & housing.

The International Woodworking Fair tested the app at its show in August 2014. A number of shows have already signed on to use Engage in 2015 including Emerald Expo's Imprinted Sportswear Show, the Case Management Society of America's Annual Conference & Expo, the Supply-Side Marketplace, the Inside Self-Storage (ISS) World Expo and ICIA's InfoComm Connections Spring & InfoComm.

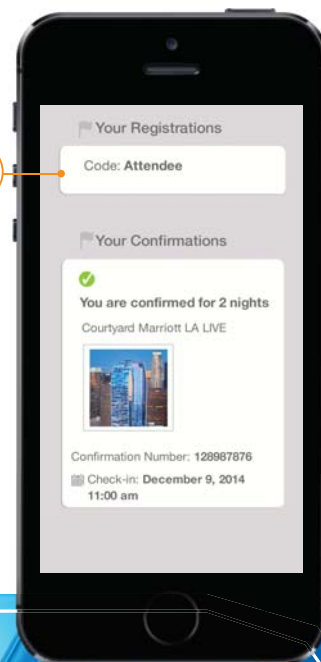
### EXPERIENT

#### Pricing:

Exhibitors can purchase the Beacon technology-enabled alerts for \$300. Experient can sell the alerts, as well as other in-app banners, featured listings and sponsorships, and share the revenue with the show organizer. Otherwise, the app costs \$15,000 if show organizers want to sell the alerts and sponsorships to exhibitors. Experient also offers a hybrid pricing model that allows show organizers to retain and package specific sponsorships for bellwether exhibitors while Experient sells the balance of the inventory.

#### Contact:

Shawn Pierce at (240) 439-2344 or shawn.pierce@experient-inc.com



## Global Experience Specialists

At Expo!Expo!, Global Experience Specialists (GES) announced it is teaming with CadmiumCD, a conference technology company, to create an exclusive content management solution to help event organizers and speakers organize, display and promote content.

All pre-conference information is organized using Cadmium's Conference Harvester. On site, GES sets up a network at the event. Organizers and speakers can use the network to make real-time changes to presentations from any computer on- or off-site. Changes are automatically synced throughout the network.

Event organizers and speakers can record sessions with audio synch options for download to their sites. Attendees can scan QR codes that instantly link to the CadmiumCD eventScribe Mobile

App to view the session presentation and information. In addition, signs can be updated instantly for session room changes, wayfinding and sponsorships.

"The ability to easily manage, edit and update speaker content and session details instantly, removes the challenges often encountered," said Paul Wedesky, senior vice president of audio visual service, GES. "In addition, this product helps event organizers and speakers extend the value of content across all types of mediums."

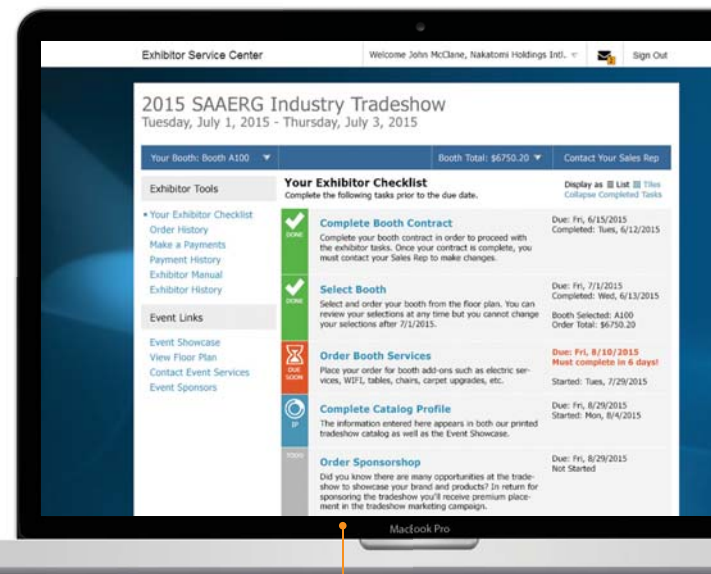
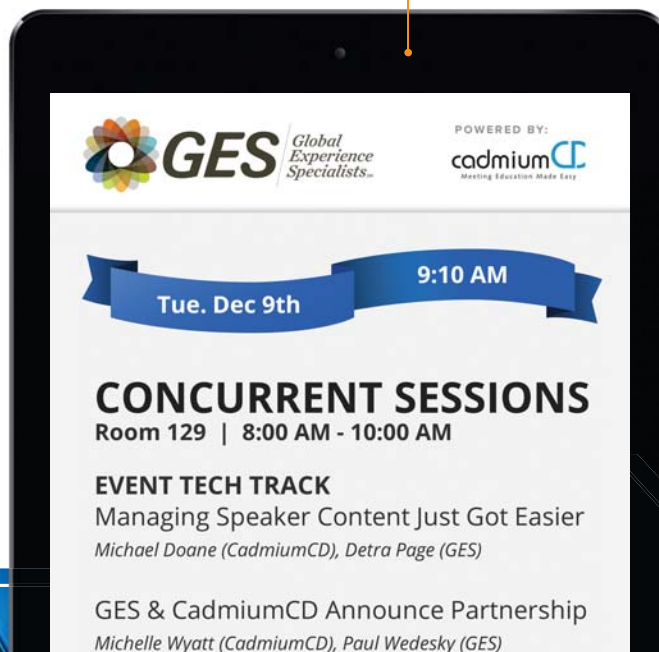
### \$ GES

#### Pricing:

Pricing varies based on the number of modules used and the number of speakers. On-site pricing is based on number of rooms and services used.

#### Contact:

Paul Wedesky at (972) 538-3013 or pwedesky@ges.com



## Ungerboeck

In February, Ungerboeck Software International will debut the Exhibitor Service Center, a portal for exchanging information with exhibitors and increasing show revenue.

### \$ UNGERBOECK

#### Pricing:

Pricing information was not available at press time.

#### Contact:

Doug Archibald at (800) 400-4052 or Doug.Archibald@ungerboeck.com

Using the portal, potential exhibitors can submit an application, as well as identify their preferred booth location, type and size. Once confirmed, exhibitors can sign contracts and submit payments for their booth. Visual indicators make it easy to see completed tasks and upcoming deadlines.

The Exhibitor Service Center updates CRM data, such as catalog profile information and booth contacts. Seamless integration between the Ungerboeck

Exhibitor Service Center and Ungerboeck CRM means any changes made in the portal are automatically updated. The Exhibitor Service Center can also generate revenue by providing a tool for exhibitors to place their own orders for add-on sales, such as advertisements, sponsorship and featured exhibitor listings on the mobile app.

Continued on page 44

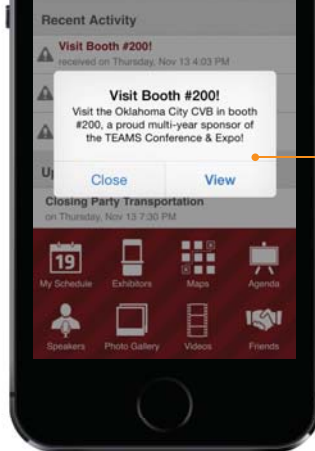
Continued from page 43

## Core-Apps

Core-Apps introduced a new feature that uses iBeacon technology in conjunction with its event app.

"We have been working with iBeacon technology for about two years, but we officially rolled out the new feature at the TEAMS Conference & Expo in November in Las Vegas," said Jay Tokosch, CEO.

Exhibitors can select an attendee profile group to send targeted marketing messages to mobile devices when attendees are within 20 to 30 feet of their booth. Exhibitors can change the message on a daily basis. "It's a do-it-yourself program so the organizer doesn't have to do a lot," said Tokosch.



### CORE-APPS

#### Pricing:

There is no cost for the added iBeacon feature for show organizers. Exhibitors pay \$500 to market to attendees using the iBeacon. The solution is designed as an exhibitor DIY for purchasing and set-up with a revenue share for the organizer.

#### Contact:

Jay Tokosch at (410) 974-0505 or jay@core-apps.com

Show organizers also receive iBeacons to use for messaging attendees. For example, when attendees walk into the registration area on the first day, the show could send a welcome or directional message. Show organizers can change the messaging twice a day. Users do not have

to have the app open to receive messages, but the event app must be downloaded to their mobile device.

In addition, the event app has been redesigned with a new look and feel, along with contextual help that walks users through the app's features and how to use them.

## a2z Inc.

In December, a2z introduced three new products – the ChirpE Speaker Promotion Widget, ChirpE Mobile Event App with peer-to-peer networking and the Online Sponsorship Sales Module.

The ChirpE Speaker Promotion Widget is a plug-and-play component that speakers can display on their web sites, blogs and e-newsletters to promote their sessions at an upcoming event. Rendered dynamically in real time, the widget enables prospective attendees to register for the event and view a speaker's sessions with one click of the button.

The ChirpE Mobile Event App has been upgraded with peer-to-peer networking for events of all sizes. Built on the backbone of LinkedIn, the app allows attendees to securely build connections and communicate with each other.

The Online Sponsorship Sales Module allows show organizers to sell sponsor-

ships and promotional opportunities directly from the event web site. The PCI-compliant module enables event managers to easily manage inventory and collect payments securely.

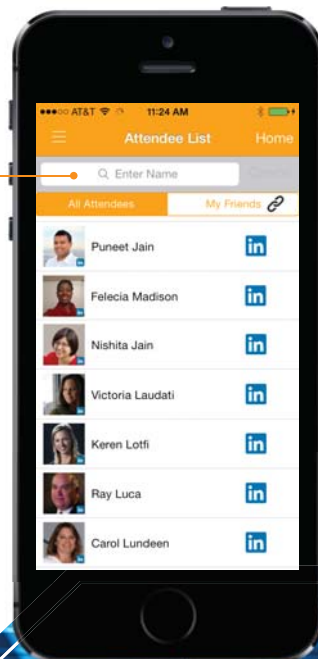
### A2Z

#### Pricing:

The ChirpE Speaker Promotion Widget, which is bundled with the ChirpE Attendee Acquisition and eBooth Promotion Widget for exhibitors, is available for \$2,000. Prices for the ChirpE Mobile Event App with peer-to-peer networking range from \$4,000 to \$10,000, depending on the show size. The Online Sponsorship Sales Module is available with the a2zShow platform, and the price for this module ranges between \$1,000 and \$5,000.

#### Contact:

Rajiv Jain at (443) 393-2430 or rjain@a2zinc.net



## ITN International

In December, ITN International, Inc. introduced INTERACT, an app that allows attendees to use their mobile devices to capture contacts, collect content, and build an event experience timeline during a show.

The app, which runs on Android, Windows Phone 8 and iOS devices, can be embedded inside an existing event mobile app or used independently.

ITN is offering Bluetooth Low Energy (BLE) beacon technology as part of a complete package that includes the beacons and the INTERACT app. ITN will manage all beacon placements and content/notifications delivery, based on a client's needs. ITN's current integration of BLE with INTERACT allows for proximity notifications when beacons and INTERACT are deployed at events.

The app reads ITN's near-field communication (NFC) badges, NFC business cards, NFC poster tags, NFC hotspots (BTAGs) and NFC peer-to-peer (phone-to-phone) by touch when the user's device is NFC-enabled. Users can create an on-screen QR Code business card and add a photo to their contact information. Users can also add notes about contacts and save them on their own devices.

The app supports gamification with a section devoted to games, notifications and scores achieved by the user. It can also build a timeline of the user's event experience that includes all contacts captured, content collected, booths visited, sessions attended, tickets redeemed, game results and BLE notifications received.

During Q1 of 2015, ITN will offer INTERACT as part of a complete event mo-



### ITN INTERNATIONAL

#### Pricing:

INTERACT can be downloaded and can collect contact information from 10 attendees at no charge. Show organizers can offer sponsorship opportunities for the app that allows users to collect contact information from an unlimited number of attendees at no charge. Or users can upgrade the app to collect information from an unlimited number of attendees for a suggested price of \$50.

#### Contact:

Ivan Lazarev at (301) 535-1127 or ilazarev@itnint.com

bile app that will include announcements, personal schedules, exhibitor listings, session agenda, maps and other functions typically available in an event app.

Continued on page 46



Continued from page 45

## SMART-reg International

In November, SMART-reg International, Inc. introduced SMART-photo-verify.me, which offers security and access control for events.

"This product isn't for all shows, but it might be if your show or conference has high-priced ticketed events or sessions," said Arnie Roberts, president and CEO.

To gain access to ticketed events, attendees tap their badge and their photo comes up on a monitor. "We deployed this product at the PhoCusWright Conference in November for the first time," said Roberts. "The show has had issues with attendees using other people's badges, and they were able to catch eight

unauthorized people by using SMART-photo-verify.me. At close to \$5,000 for the cost of admission to the event, that was nearly \$40,000 they could have lost."

### SMART-REG INTL.

#### Pricing:

The hardware cost for adding the picture-taking capability to the registration station is \$50. The photo verification stations cost \$350 each for the entire duration of the show.

#### Contact:

Arnie Roberts at (650) 565-9200 or arnie@SMART-reg.com



## Balluun

Last Fall, Balluun launched Balluun 365, a B-to-B platform for trade shows to create their own digital marketplaces that offer social networking and e-commerce.

The software-as-a-service (SaaS)-based platform enables exhibitors to create digital showrooms, communicate with attendees and set up e-commerce functionality. Attendees can search products, connect with exhibitors, and shop collections or categories any time, anywhere through the cloud-to-mobile solution.

In December, Balluun announced that World Vapor Expo has signed on as the first show to use Balluun 365. "Balluun's multi-tenant cloud architecture enables partners to easily and cost-effectively create and scale their own digital mar-

ketplaces with a fully integrated social architecture to deliver B2B e-commerce 24/7/365," said Peter Koch, founder and chief product officer of Balluun, which has developed custom digital marketplaces for the Toy Industry Association Inc.'s Toy Fair and Advanstar's MAGIC Summer and Winter shows, and Licensing International Expo. "Show organizers can now create their own digital communities and marketplace presence within days," said Koch.

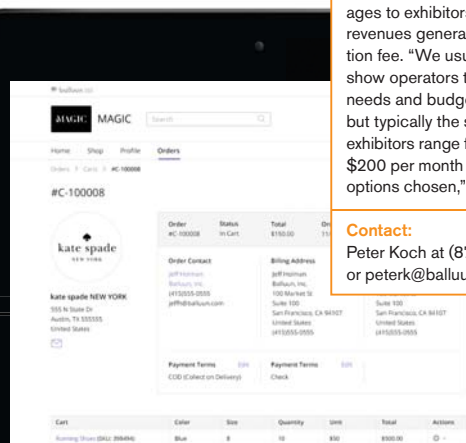
### SHOWCYCLE

#### Pricing:

Show organizers pay an annual license fee and then scale with a per company subscription fee paid by every exhibitor who joins the digital marketplace. Fees vary based on the type of exhibitor package, which includes community, premium and commerce, as well as add-on services like technical support and customer success management. Show organizers can offer these packages to exhibitors and share in the revenues generated by the subscription fee. "We usually work with trade show operators to understand their needs and budget requirements, but typically the subscription fees for exhibitors range from about \$50 to \$200 per month depending on the options chosen," said Koch.

#### Contact:

Peter Koch at (877) 280-7222 or peterk@balluun.com



## Streampoint Solutions

Last Fall, Streampoint Solutions launched a mobile lead-retrieval app for exhibitors. Exhibitors can scan 1D, 2D and NFC badges on their mobile devices with the easy-to-use interface.

The app allows exhibitors to add notes about leads and features qualifier management tools, including demographics, preferences and purchasing authority.

The exhibitor portal offers charts and graphs of the scanned data and ad hoc reporting tools. Leads can be integrated directly with the exhibitors' CRM or association management software

(AMS) systems. Attendees have the ability to see which exhibitors scanned them on the show floor, along with exhibitor contact information.

### STREAMPOINT

#### Pricing:

Exhibitors pay a license fee that range from \$150 to \$300, with bulk license purchase options. A show revenue-share option is available.

#### Contact:

Dharmesh Dayabhai at (202) 559-7690 or dharmesh@streampoint.com

## ShowCycle

At Expo! Expo!, ShowCycle launched a standalone customer relationship management (CRM) software platform built exclusively for trade show and conference sales.

The product, which is built on top of Salesforce, addresses some of the unique challenges specific to booth and sponsorship sales, such as priority points, lead distribution, space rebooking and lead capture. The platform integrates with marketing automation platforms, including Pardot, ExactTarget, Hubspot and others. It also integrates with a2z and Map Your Show, and the company expects to be integrated with iMIS soon.

"Because many trade show organizers are already using Salesforce to manage their existing sales and marketing activities, ShowCycle will be familiar to them," said Pat Pathade, CEO. "Rather than invent a product from the ground up, we were deliberate in leveraging the popularity and usability of Salesforce to address a pain point that our customers have been telling us about for years."

ShowCycle is the sister company of Columbia, MD-based Fantail Consulting and Technologies, which builds customized software solutions and integrations for the trade show industry. Fantail has worked with the National Association of Broadcasters and the National Restaurant Association to develop custom sales software, which was used as basis to create ShowCycle.

### SHOWCYCLE

#### Pricing:

ShowCycle is licensed per show per year, and there are no restrictions on the number of users. The cost is \$4,000 per show per year for shows up to 50,000 net square feet (nsf), \$8,000 for shows up to 250,000 nsf, and \$12,000 for shows up to 500,000 nsf. Users are required to have the Salesforce Enterprise Edition with adequate user licenses.

#### Contact:

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