

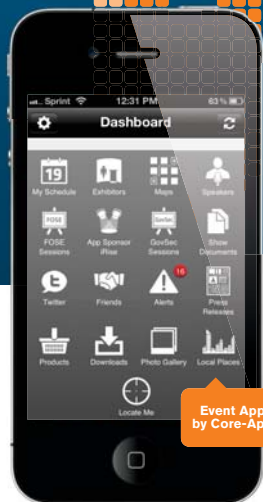
Mobile trends eWatch

BY DANICA TORMOHLN,
contributing editor

From apps and registration to customer service and lead retrieval, mobile technology has created endless opportunities for trade show applications and solutions. There's no doubt that mobile is the hottest tech trend in the trade show industry and will be for the foreseeable future. It's changing the way the show organizers communicate with exhibitors and attendees, how exhibitors and attendees interact, and when and where suppliers can provide information and customer service.

"Mobile usage is soaring," said Mark Haley, president, SmartCity Networks. "One-quarter of mobile users will own two or more mobile-connected devices by 2016. In addition, the growth in usage per device will outpace the growth in the number of devices. From 2011 to 2016, data usage is expected to grow 119% on smartphones and 129% on tablets."

What's Hot



Mobile Integration & Optimization

As more exhibitors and attendees use their mobile devices for business, show organizers must offer solutions to enhance their experience before, during and after the event. Many shows have invested in mobile-optimized web sites that make it easier for their customers to navigate on those devices. In addition, some shows are offering a condensed registration on mobile devices with fewer click-throughs. Suppliers are responding by offering more integrated products and services that are updated in real-time across all platforms.

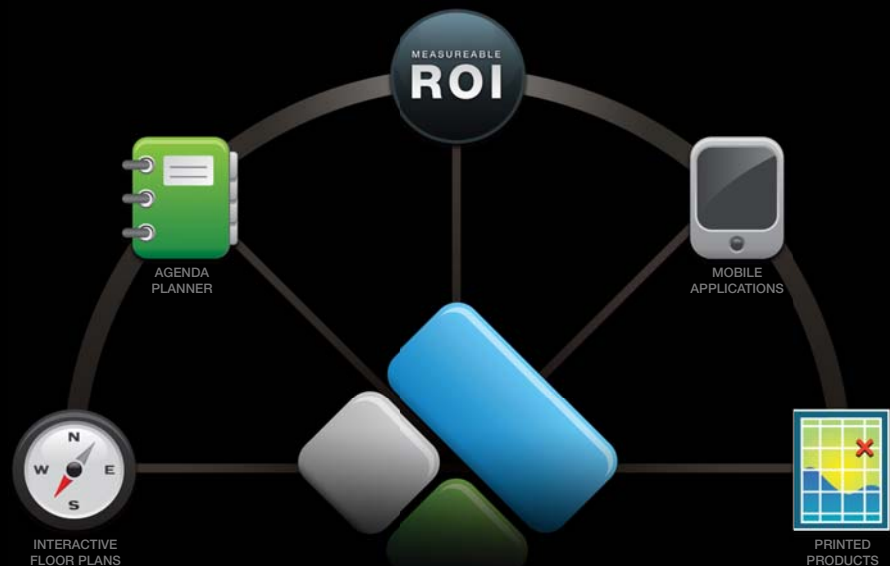
"Using mobile technology on site, contractors and show organizers can have real-time access to information about their customers' value and history to improve customer service," said Hines. "We can track metrics such as how many orders are open and how long orders take to be filled."

Mobile Apps

It's clear that mobile apps will continue to grow in the trade show industry. Just about every show organizer in the room said they have an app or are planning to have an app for their next show. "Content is king," said Tokosch. "Growth is coming from shows adding more and more content within the app."

Worldwide mobile app store downloads will surpass 45.6 billion in 2012, with free downloads accounting for 40.1 billion,

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and paid-for downloads totaling 5 billion, according to a report released by Gartner in September 2012. "Unlike a printed show directory, apps can provide unlimited real estate for revenue opportunities," said Tokosch. "You don't have to be a mega show like CES to generate revenue from your app. Among our clients, the show that generates the most revenue from its app has about 20,000 attendees."

In addition to mobile app providers, many industry provider segment rolled out mobile apps or new features for existing apps at *Expo! Expo!* (see "New Product Roundup," page 42).



Presdo Match by Presdo

04 Interactive Technology

In the past, many shows have offered interactive tech solutions, but attendees weren't adopting them in big numbers. But that's shifting. The key: User-friendly interface and seamless design. For example, companies, such as IndustryConnect and Presdo Match, are pre-populating attendee and exhibitor profiles by pulling data from LinkedIn.

With so many tech solutions and features, it can be overwhelming for users. That can lead to low participation and high dropout rates. Portals and dashboards with single log-in access can make it less confusing for exhibitors and attendees.

"I think we will see a reduction in silo-based systems," said Pierce. "It's about getting the usage to a certain level so that you can offset expenses with sponsorships."

05 Increasing Bandwidth

Increased mobile device usage means increased demand for bandwidth. And exhibitors and attendees are using their mobile devices for more than simply email. "We have tripled the amount of bandwidth used at convention centers in the last two years," said Haley. "Buildings are struggling to keep up with demand."

While many show organizers would like to see free WiFi in convention centers, that expectation doesn't seem very realistic given the current demand and

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03 Big Data

Trade shows gather an enormous amount of data on their customers during each show cycle. The challenge is harnessing the data you have to make better and quicker business decisions. Shows are looking for data consolidation and management tools from suppliers, but cost, efficiency and effectiveness are still critical challenges. "If you don't have a consolidated place that you are storing the data, that's something you need to be working on very quickly," said Pierce.

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need for technology upgrades to keep pace. "Some cities are going through budget concerns, so upgrades have been slow in coming," said Haley.

Many convention centers are offering free WiFi in lobby areas, and some are offering tiered pricing options or offering bundling discounts.

06 Going Paperless

Most industry suppliers believe this is a trend that will continue to grow. Many shows are going completely or partially paperless when it comes to show directories, exhibitor service kits, program guides, show dailies and much more.

To reduce printing costs and increase acceptance among exhibitors and attendees, some show organizers are offering incentives for using electronic files. "For CONEXPO-CON/AGG, the program guide is available for free in the app, but show organizers charge \$10 for the printed program before the show and \$20 on site," said Tokosch.



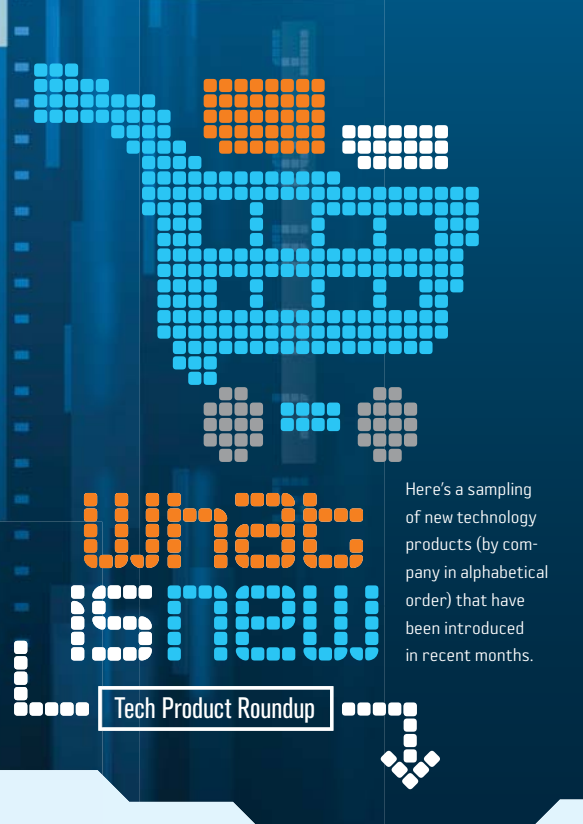
a2z, Inc.

In December at the IAEE Annual Meeting & Expo! Expo! in Orlando, a2z debuted the **ChirpE Photo Booth**, which can be portable or set up as a kiosk on the show floor or in an exhibitor's booth. The ChirpE Photo Booth is integrated with social media channels, such as Facebook and Twitter, in real time. Every time a picture is taken, it's automatically posted to the organization's Facebook page and tweeted from the organization's account with the appropriate hashtags. In addition, attendees receive a QR code for the albums on Facebook and Twitter, where they can access and tag full-size images.

The entire photo booth process takes two to three minutes to complete. The ChirpE Photo Booth costs \$2,995 per photo booth.

In October, a2z introduced the **ChirpE iPad Kiosk**, which allows users to create, view and print a personalized walking map and expo plan at the show. The kiosk, which utilizes both iPads and on-site wayfinding, debuted at **PACK EXPO International 2012**, held October 28-31 at McCormick Place in Chicago. According to a2z, 950 user sessions at the kiosks resulted in 2,337 visits to exhibitors' eBooths and 1,659 new entries in attendees' personalized

Here's a sampling of new technology products (by company in alphabetical order) that have been introduced in recent months.



expo plans. Since then, the kiosk has been used at the *International Association of Amusement Parks & Attractions (IAAPA) Attractions Expo 2012* and the *Automotive Aftermarket Product Expo (AAPEX)*. The product costs \$995 per kiosk.

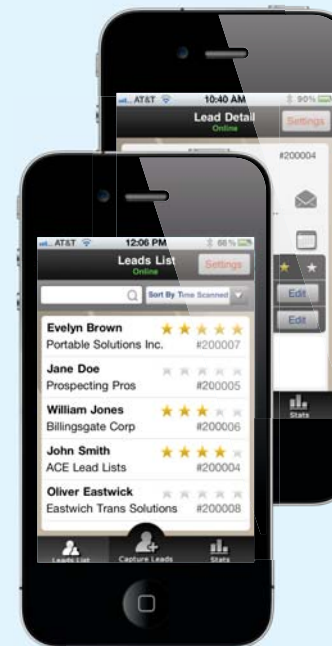
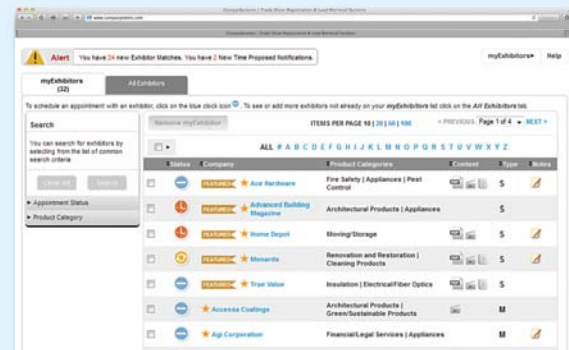
Map Treasure. The **ChirpE iPad Kiosk** introduced this Fall by a2z combines cutting edge with old school by allowing attendees to compile a personalized map and plan for their trade show and then print it out on good old-fashioned paper. The kiosk debuted at **PACK EXPO International** and drew 950 users.

CompuSystems

In December, CompuSystems launched **ConnectME**, an interactive content management system. Within this self-service portal, exhibitors can add press releases, videos and literature to an enhanced online profile that can be viewed before, during and after the show. Show organizers can customize different exhibitor packages to increase show revenue. Fully integrated with CompuSystems registration system and attendee/exhibitor mobile apps, **ConnectME** works in tandem with **ConnectME Advantage**, an automated attendee/exhibitor matching application. Shows can pay a flat

fee to license the software or negotiate a revenue share based on the number of exhibiting companies.

CompuSystems also introduced **EventIQ**, a data mining and campaign management tool. Show organizers can upload their own prospect lists, as well as mine registrant data by show, year, demographics and other criteria within Event IQ. The product offers an easy-to-use interface to set up, execute and track campaigns for targeted registrant and prospect lists. Show organizers can measure campaign effectiveness with real-time reporting and view statistics at a glance. EventIQ costs \$15,000.



Convention Data Services (CDS)

In November, Convention Data Services (CDS) introduced **X-Press Connect**, the next generation of its lead-retrieval and management system, and **X-Press Connect Plus**, a Casio Commando smartphone with its lead-retrieval app installed on the device. Originally introduced in 2010 as **X-Press Lead-App**, the renamed **X-Press Connect** app works in real-time online or stores leads locally in offline mode when there is limited or no connectivity. The app offers the ability to add notes, qualify leads and conduct surveys. In addition, exhibitors can set up appointments with prospects and follow up instantly with email. For **X-Press Connect**, pricing ranges from \$300 to \$350 for the first license and \$100 to \$150 for each subsequent license. For **X-Press Connect Plus**, pricing ranges from \$375 to \$425 per unit.

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etouches

In December, etouches launched **eMobile**, an app that can be designed, tested and published by non-technical staff through a drag-and-drop and point-and-click interface. eMobile was created for organizations that produce more than one event and need an associated mobile app but don't have the resources to build a custom app for each event. Show organizers can choose colors and choose page layouts that automatically bring in content from eReg and eSocial, as well as add buttons and custom content. eMobile is part of etouches' +Plus Program and can be added to any Quad or Pro package with an addition to a subscription agreement. etouches provides a worksheet on its web site to calculate fees based on the number of events and branding options.

Freeman

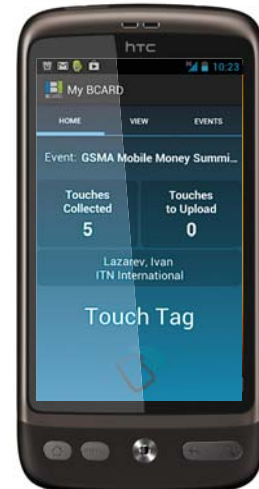
In September, Freeman introduced the **Freeman Technology Suite (FTS)**, an integrated platform that brings together six web-based expo and audio-visual tools. The easy-to-navigate, centralized hub allows users to access Freeman Online for online ordering; Concierge Elite, a mobile app that brings the service desk to exhibitors; PlanTour, a tool for planning and identifying locations for banners and signage at facilities throughout North America; ExhibitPlanner, an online collaboration tool for exhibit management; Presentation Management, a program that streamlines electronic speaker materials; and Passport, a collaboration tool for coordinating graphics, signage and floor plans. FTS is complimentary for Freeman customers.



Freeman at Your Service. The Freeman Technology Suite brings six web-based ordering and planning tools to exhibitors at no extra charge. The solution links exhibitors directly to existing Freeman services such as Concierge Elite, Passport and ExhibitPlanner.

ITN International

Last Fall, at the **GSMA NFC & Mobile Money Summit** in Milan, Italy, ITN International launched **MyBCard**, a free app that lets attendees collect information at events using near-field communication (NFC) smartphones. With the app, attendees can touch NFC-enabled badges, business cards and posters at an event and store the encoded content in a personal cloud. Badge and business card information can also be added to the contacts stored on the phone. The app can be downloaded from the Google Playstore. The app cannot be used by iPhones because they are not currently NFC-enabled. ITN International won a bronze award for My BCard at **WIMA NFC USA 2012**, held November 27-29 in San Francisco and ITN's President, Ivan Lazarev, won Third Place in the category of "Most Innovative Individual in the Trade Show Industry" in *Trade Show Executive's Innovation Awards 2012*.



Experient

In December, Experient launched **Engage**, a mobile event guide for shows. Integrated with registration, housing and lead retrieval, Engage features a native iPhone and Android mobile event app, which is also available as a responsive HTML5 mobile page for BlackBerry, Windows Phone or any smartphone with a full featured browser. Engage offers a variety of features, including: exhibitor list and details, event and session search, participant directories, interactive floor plan maps, shuttle bus routes and social media integration. The app includes revenue-generating sponsorship opportunities for shows. Pricing is based on the total package purchased. Nielsen Expositions and **International Woodworking Fair (IWF)** have signed agreements to be the first show management clients to use the new product.



Global Experience Specialists (GES)

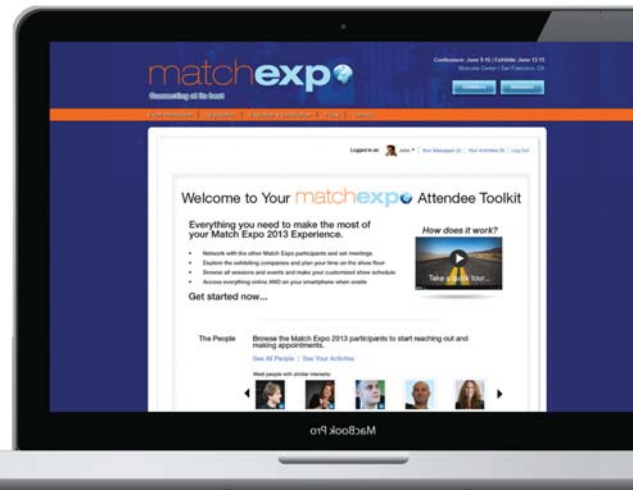
Last spring, Global Experience Specialists (GES) launched the **E-Literature Rack**, a touchscreen tool that features content and captures leads. Attendees can browse, read and select electronic content, including PDFs and videos, to email themselves to read or view later. Attendees must leave contact information to obtain materials, but E-Lit can be integrated with badge swipe, bar code, mag stripe or RFID to automatically collect attendee contact information. Exhibitors can measure interest, open and readership rates by piece. E-Lit offers an environmentally conscious tool that eliminates the needs for printing and disposal of materials and can reduce costs for printing, shipping and handling.

The product debuted at an exhibitor's booth at the **North American Veterinary Conference 2012** in April. The Association of Equipment Manufacturers (AEM) will be the first show organizer client to use the product at its **AG Connect Expo**, which will be held January 29-31 in Kansas City, MO. The E-Lit Brochure rack is priced with or without equipment. The starting price without equipment is \$7,500 or \$11,500 with equipment.

IndustryConnect

At the **IAEE Annual Meeting & Expo!** Expo!, IndustryConnect, in partnership with Presdo Match, launched the **Attendee Toolkit**. The toolkit features LinkedIn integrated networking, match-making and appointment scheduling functionality. The product also features social invites, a session and event planner, an exhibitor directory and activities schedule. The toolkit includes a mobile web site with HTML5 or native apps that sync with the online system so attendees and exhibitors can access the information on site during the event. IndustryConnect can provide show organizers with marketing and sales support to increase digital revenue. IndustryConnect offers a range of financial model options that gives show managers the ability to choose between higher upfront cost with a higher share of the revenue or minimal upfront cost to save money short term.

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Ungerboeck

In December, Ungerboeck launched **Ungerboeck Dashboard**, which can be personalized by show to create a quick overview of key performance indicators in real time. The Ungerboeck Dashboard provides executive-level reporting tools and supports specific performance measurement, such as projected revenues, economic impact, sales in the pipeline and new business. Unlike static reports or third-party business intelligence applications, the Ungerboeck Dashboard is available in real time, as it automatically consolidates information from across the organization. The dashboard is free for Ungerboeck clients who upgrade to the current software version in 2013.

In addition, Ungerboeck introduced **Ungerboeck Mobile**, an app for attendees to enhance their event experience. Attendees can track sessions they plan to attend, exhibitors they want to visit, and identify networking opportunities on their mobile devices. Attendee profiles are included in the app, and attendees can also flag their favorites for future follow up. Show organizers can publish updates, and attendees will receive notifications from the app. Ungerboeck Mobile is compatible with all event management software but is optimized to work with Ungerboeck Software. Pricing for Ungerboeck Mobile is dependent on the specific app, which is tailored to industry segment and based on client needs.



Gamification

Expectations for gamification were high in 2012, but only a small, albeit engaged, percentage of attendees have been participating in gaming applications for trade shows. "Gamification is a big buzz word, but adoption has been slow in the trade show industry," said Tokosch. "We are seeing usage rates of about 10%, especially in the first year."

In 2012, some shows were selling sponsored treasure hunts, where attendees visit exhibitor booths to pick up badges or codes to win prizes. "Gamification is currently being driven by novelty and hype," according to Gartner, which released a study on the gamification in November 2012. "By 2014, 80% of current gamified applications will fail to meet business objectives primarily because of poor design."

Indoor Positioning Systems

Foursquare and other location-based apps gained momentum among consumers in 2011 and 2012, but typically these services haven't been as useful in the trade show environment because they can't zero in on specific locations within a building, such as a booth or meeting room.

There were high expectations for growth in this area in 2012, but a cost-effective technology solution is just not available yet. There are simply not enough access points within a convention centers to allow for close-range WiFi triangulation. "It can be done today, if you want to pay for it," said Pierce.

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