Making the tradeshow experience more meaningful for the show manager, the exhibitor and the attendee
WITH EXPERIENT EXHIBITION SERVICES,
EVERYONE IS A WINNER.

As a show manager, you’re interested in how to brand your tradeshows and market them more effectively to increase attendance. For your exhibitors, you want them to generate booth traffic, gather quality leads and provide immediate follow-up. Your attendees are trying to map out their plan of action and network with the people and companies on their target list. Experient Exhibition Services satisfy all of these needs by integrating Show Manager Services, Exhibitor Services and Attendee Services.

Show Manager Services

Grow Your Event with Marketing Consultation and Graphic Design

Make your event shine! Let Experient Marketing Services help you develop a strategic marketing plan for your event, by brainstorming theme ideas and offering attendance and membership building ideas to help your event grow and meet your ROI objectives. Our award-winning writers and designers will simplify your life with a complete range of affordable, effective and fully-integrated event marketing programs based on years of best practices, including logos and themes, attendee and exhibitor promotions, Web design and more.

Increase Revenue with Booth Sales and Management Outsourcing

Looking to expand your exhibit floor and increase revenue? Extend your staff’s productivity with Experient as your trade show marketing partner. We work with you to design a unique exhibit sales and sponsorship strategy. Then our focused operation team, armed with a complete set of exhibit, promotion and sponsorship development capabilities, maximizes your revenue and increases exhibitor and sponsor loyalty.

Experient’s capabilities include:
- Exhibit sales/pre-show planning
- Show floor design, development and layout
- Booth pricing consultation
- Sponsorship package development and consultation
- Contract policies and document creation
- Dedicated call center to free up your staff to focus on strategic aspects of event
- Post-event reports and more

Survey Stations Gather Attendee Feedback

Enhance your information gathering capabilities by surveying attendees on interactive kiosks strategically placed at your event. Capture opinions and key demographics to help grow your event.

Track Attendance with Session Tracker™

Let Experient track and record attendance at your special events and education sessions. We offer the most widely accepted technologies including plastic mag-stripe cards, barcodes and RFID technology for effective attendee data management. Errors resulting from manual lists and illegible handwriting are eliminated with the quick read of a badge. From this data we can produce certificates displaying what sessions were attended and the number of credit hours earned, while providing you with the reports you need.

Complete Attendee Communications

Give your attendees and exhibitors the information they need about your event. We can build an entire event Website containing information about upcoming activities, sponsor links, exhibiting companies, calendars of events, show/city maps, an interactive exhibitor directory, an itinerary planner, agenda-at-a-glance, online evaluations and more that can be accessed through any internet-connected device or kiosk.

Measure Success and Plan Your Next Event with Lead Analysis Reports

By compiling and analyzing the lead data from each event, Experient can produce comprehensive reports that provide you with information such as attendee traffic patterns and peak exhibit hours, while also providing exhibitors with data that is specific to their booths. This information is particularly valuable when measuring ROI, planning future events and marketing campaigns, and for selling to exhibitors.

Exhibitor Services

Ensure Exhibiting Success with Sales Lead Retrieval and Management

Let us help your exhibitors succeed with this suite of Exhibitor Services. To get the best ROI and provide the most post-show opportunities for your exhibitors, you need to give them access to the tools they need. Our powerful, dependable, easy-to-use lead retrieval systems collect, store, quantify and qualify prospect information to make it easy for exhibitors to follow up, and is available at price points to fit any exhibitor’s budget.
Help Your Exhibitors Maximize Their ROI with Lead Promotion Services

Our exhibitor service specialists can help companies attract up to 50% more visitors to their booths. Our services include list acquisition, graphic design, targeted copywriting, email distribution, mail house fulfillment and other customized solutions to drive attendee traffic.

Help Your Exhibitors Discover Tradeshow Treasure with ExpoPURL™

ExpoPURL is an easy-to-use, award-winning personalized communications tool that drives high-quality attendees to your exhibitors’ booths and helps them maximize their event ROI. With ExpoPURL, your exhibitors send customized postcards and emails to targeted attendees driving them to a Personal URL (PURL) — an interactive Web page. Each PURL contains information about the exhibitor and upcoming events and offers. For more details and a customized offer the recipient is directed to his or her personalized Web page (e.g., http://jamessmith.myboothtraffic.com).

Connect with Attendees with Message Direct

Message Direct lets event organizers and exhibitors send full-color, personalized e-marketing messages complete with links and attachments to attendees. It also allows event organizers to increase participation by reaching their entire membership in seconds with links to dynamic sites such as pre-populated Web registration forms and a Virtual Literature Rack.

Increase your Exhibitors’ ROI with Experient LeadInsight™

LeadInsight uses the latest RFID technology to collect and report valuable insights such as attendee traffic and visitor behavior in each area of your booth. LeadInsight enables them to thoroughly understand attendees’ interests and preferences, even if the exhibitor did not speak to the visitor. They can also track booth visits and durations by product area, allowing them to identify additional “lead potential” and view reports by select demographics compared with visit time and interests.

Facilitate Networking with SmartEvent™

Experient SmartEvent is the first fully integrated tradeshow event solution that enables event owners to increase attendance, boost exhibitor sales and create new revenue, while helping attendees justify attendance. With advanced networking technology, SmartEvent helps attendees and exhibitors maximize the value of event participation by identifying potential business connections and matching event participants who might not otherwise connect.

ExpoCard™ Optium™ Readers

The new industry standard in lead retrieval.

With a qualified lead, it is faster and easier to convert to a sale. Electronic qualification means that the information is part of the lead file, not a written note, making it easier to incorporate in the exhibitor’s sales system without re-keying.

Optium S400: Small, Affordable, Powerful

This compact, lightweight unit fits easily on an exhibit booth counter yet is packed with features such as:
- USB port for instant download of leads
- Easy-to-read, customizable printout
- Bright LCD screen for on-screen qualification and instant lead database review

Optium TS600: Leads Gathered Faster and Easier

The TS600 has most of the features of the S400, plus a full-color touch screen for an easy-to-use graphic interface. The resident USB drive means instant access to leads anytime during the show.

New! Optium M800: Versatile and Wireless

The compact, fully mobile Optium M800 allows your staff to move around freely with prospects. Compatible with both bar code and magnetic stripe technologies, it can be used at almost any event. Send leads wirelessly to your secure web portal for immediate review.

ExpoCard Legacy™ Readers

Proven, cost-effective solutions for capturing accurate attendee data electronically.

Legacy Standard: Proven and Cost Effective

This tabletop unit stores information in internal memory and provides an immediate printout. Use the printouts or have data transferred to an electronic file, mailing labels or a computer list for easy follow-up.

Legacy Mobile: The Convenience of Wireless

Legacy Mobile is a compact, wireless lead collection and qualification system that quickly and effectively captures contact and demographic information. Each unit features a hand-held touchscreen for entering answers to customized surveys.

ExpoCard Connect™ Software

The answer for enhanced lead collection.

ExpoCard Connect software allows exhibitors to use a PC to create a qualified event database right on the exhibit floor. Exhibitors can profile visitors through interactive custom surveys, allowing them to immediately identify the hottest prospects and turn leads into sales. ExpoCard Connect offers complete survey content control, flexible question formats, database construction with qualifiers and lead activity analysis.

Exhibitors can also choose ExpoCard Connect Pro which gives them the added ability to electronically present entire product lines via an electronic showcase. Multiple PCs may be networked within a booth to allow easy data consolidation and comprehensive lead reporting.
Attendee Services

Interactive 360™: A bundle of services that enables a complete, 360°-view of your event

Session Schedule-at-a-Glance lets registrants access information on all sessions and search by date, title, keyword or speaker. They can select the sessions they want to attend while you track registration for each session in real-time and make adjustments to room sizes and presentation arrangements as necessary.

The Exhibitor feature lets attendees find exhibitors of interest to them — allowing them to search by company name, product category or keyword.

The Message Center allows attendees to contact any attendee or exhibitor with questions, requests for meetings, and more.

Personal Meeting Builder lets attendees schedule meetings and view their itinerary including all sessions and meetings in the Day Planner/Calendar View. They can select the sessions they want to attend while you track registration for each session in real-time and make adjustments to room sizes and presentation arrangements as necessary.

Immediate Post-Show Communications with Visit Tracker™

Visit Tracker provides attendees with an email link to a web-based record of all the booths and exhibitors they visited during a particular show. Visit Tracker allows attendees to follow-up with a company at their own pace, with a formatted electronic list that is accessible on the Web for a year. This service is an ideal way for attendees to calculate ROI and justify attendance at your event.

Stay in Touch at the Internet Café

Turnkey Internet Cafés are completely designed and equipped by Experient to allow attendees and exhibitors to access their email, allowing them to stay informed while away from the office.

CEU Manager™ Tracks Education

CEU Manager allows attendees to self-manage verification of attended educational sessions using their own computers or dedicated onsite CEU Manager Kiosks to record sessions in which they participated and to print their own verification certificates.

Combine Session Tracker with CEU Manager for a complete solution for managing your continuing education programs.

Put the power behind your events

To find out how Experient can engineer the perfect exhibition services solution for your events:

Visit: www.experient-inc.com
Email: bsc2@experient-inc.com
Phone: 866.516.1461

Ask us about our full range of integrated meeting and event solutions, including event logistics and attendee management.

© Experient Inc. 2008 ES01r1