



### **The Problem**

Event managers get the right mix of attendees and exhibitors to come to the event. Breakout session topics, event floor layout, and special events are carefully selected in order to maximize networking opportunities. But once the event is underway, event managers have limited capability in facilitating networking and lead generation among the event participants. The “last mile” of the networking process is left up to the event participants’ own initiative to make the most of the targeted audience that has been provided. Unfortunately, people at events are often difficult to find, booths are frequently over-crowded, and attendees are challenged through not being able to electronically capture and manage (in the manner they have grown accustomed) all the contact information and print material collected each day at the event.

### **The Solution**

ExpoFusion empowers event participants to network more effectively. ExpoFusion is a web-based conference attendee messaging and show floor services application that is accessed by attendees at the event’s Internet café via a web browser. The service’s robust and easy to use e-mail messaging, exhibitor and attendee search capabilities and meeting scheduling tools allow attendees to introduce themselves, request product information, and establish meetings before the event even starts. This helps attendees develop contacts, gather information and generate business...the principle reasons why they attend the event. For event planners, session registration and control tools, and real-time broadcast messaging capabilities make ExpoFusion a great resource to help manage event logistics. For exhibitors, sponsors and third parties, the ability to electronically arrange and promote reception, hospitality or other informal get-togethers provides clear results in lead generation. Finally, ExpoFusion continues to provide benefits after the event with online surveys, opt-in attendee contact information distribution, and further information and collateral distribution options.

### **The Bottom Line**

ExpoFusion was developed to generate revenue Business Services simply collects and consolidates into one database the information normally gathered or for the event organizer and produce a compelling ROI. This means event organizers typically can deploy ExpoFusion without affecting their existing event cost structure. The service is fully brandable with event sponsor name(s) and logo(s) and can be populated with a multitude of sponsor content, making this service clearly a unique and valuable enhancement to traditional sponsorship packages. Moreover, exhibitor packages can be upgraded (e.g., silver, gold, etc.) based on the level of capabilities purchased. Considering the average cost per lead at events, participation on ExpoFusion will provide exhibitors with convincing results.

### **The Ease of Deployment**

ExpoFusion is a turnkey solution, so deploying the service will not impact the way organizers currently run their events or encumber them with additional tasks. ExpoFusion generated about attendees, exhibitors and sessions and provides value to it through adding search, messaging, personal planning and session control functionality. If there is already an Internet cafe service planned for the event, ExpoFusion can easily be incorporated into it. If no Internet café is currently planned, ExpoFusion will source, set up and support it for you.



## ExpoFusion Features

### Email Messaging

Access to both internal conference messaging and external email.

### Meeting Scheduling

Full visibility for all users throughout the meeting RSVP process.

### Session registration and control

On-site session registration and access control with real time reporting.

### Administration management system

Administrator tools that enable event organizers to manage event content in real time.

### Personal Planner

One interface for viewing and managing daily meetings, sessions and agenda items.

### Surveys

Surveys distributed online with real time responses tracking and the ability to target specific audiences.

### Search tools

Attendees, exhibitors & sessions are all searchable with customizable parameters and detail.

### Exhibitor lead retrieval

Attendees can request information through opt-in contact information distribution, or by individual messages.

### E-literature

Access to digital copies and event and exhibitor specific collateral.

### Message scrollers

Posts of time-sensitive information, such as schedule changes, and notification for pending messages and emails.

### Full Brandability

Service may be branded throughout in a sponsor(s) or third party's name as part of a premium sponsor package.

### Advertising

Banner ads and digital signage inventory available throughout the service.

### City information

Links & information on hotels, restaurants, local happenings, etc., may provide additional revenue opportunities.

**The following system benefits may be packaged and sold to complement current multi-tier sponsorship / exhibitor package options.**

## Sample Sponsorship Package

- Logon screen with sponsors branding
- Survey(s)
- Dedicated web pages with e-literature and active links
- Banner advertisements & sponsor logo fixed on header of electronic bulletin board scroller
- Flexible ticker messaging on electronic bulletin board
- Remote lead retrieval and receipt of attendee opt-in contact information
- Customized, 1-to-1 marketing capabilities

## Sample Exhibitor Packages

### Services typically included at no charge

- Basic online listing with dynamic links
- Messaging access limited to replies

### Premium Services

- Enhanced online listing with e-literature and direct messaging to show floor contact.
- Outbound campaigns (planner-set spam controls)
- Remote lead retrieval, receipt of attendee opt-in contact information
- Meetings, receptions and informal event scheduling
- Full access to internal messaging
- Customized, 1-to-1 marketing capabilities
- Evaluations and Surveys

## Conference Organizer Benefits

### Incremental revenues to increase event profitability

ExpoFusion will improve event ROI with the following services:

- **Provide sponsor and exhibitors with survey services:** Let sponsors, exhibitors and speakers know what their target audience is thinking.
- **Upgrade sponsorship packages:** Provide your sponsors with one of the best show floor branding vehicles available.
- **Upgrade exhibitor packages:** Lead retrieval, e-literature and meeting and reception scheduling meetings create a much higher return on event for your exhibitors.
- **Expand impact advertising:** Multiple advertising mediums including digital signage (via the message scroller), webs pages & branded print stock provide advertisers with high reach and quality impressions.

### Improved event Execution

ExpoFusion will help you manage the following onsite logistical challenges such as:

- **Keep attendees informed of last minute agenda and session changes:** Floor monitors with scrolling messages helps ensure attendees stay informed of last minute agenda changes.
- **Avoid sub-optimal room space allocation:** Onsite session registration and control allows conference organizer to track attendance levels, proactively manage room allocations, and control session access.

### Reduced event operating expense

ExpoFusion will reduce your event operating expense in the following ways:

- **Decrease the number of staffed information booths:** Kiosk delivered information provides multiple access points to event information and FAQs.
- **Improve control over event data:** Centralization of event information in one database saves conference organizers time in managing event content for this and next year's event.
- **Save time publishing event content:** Administrative interface allows speakers to create and update their session information and enables your exhibitors publish and upgrade their own listing.
- **Reduce printing expense:** e-literature enables attendees to access and print on site the information they want, thereby reducing the amount of printed material for onsite distribution.

## Exhibitor & Sponsor Benefits

### More leads for exhibitors

- Online listings accessible on the show floor with lead retrieval and direct messaging capabilities provides exhibitors with more leads and enables exhibitors to follow-up while the lead is still at the show.

### Cost effective brand building

- Multiple advertising mediums including banner adds, ticker style bulletin board messaging, dedicated web pages and branded print stock coupled with the service's high reach among the attendee base make ExpoFusion one of the most effective brand building tools available to event advertisers.
- e-literature available on exhibitors' listings enables attendees to retrieve digital copies and electronically file commonly distributed print collateral.

### More face time with the right prospects

- Attendee directories with flexible search parameters allow exhibitors to develop more targeted invitation lists, ensuring the right audience is on hand for exhibitor sponsored meetings and receptions.

## Attendee Benefits

### More efficient networking among attendees

- ExpoFusion's messaging and meeting scheduling tools enable event participants to develop contacts, gather information and do more business.

### More productive use of event time

- Attendees can access and send external email from the show floor without having to go back to their hotel room. Personal scheduler organizes all time commitments and meeting invitations in one place, ensuring event time is maximized.

### Better access to timely event information

- Kiosks and monitors use scrollers to provide notices on event updates or session changes.
- Enhanced conference logistics.

# Sample Screen Shots

**Personal Planner**

Monday, October 28, 2001 10:48 am

My Schedule Exhibitor Information Create Meeting

Event	Location	Start Time	End Time
Breakfast	TRB	12:00AM - 1:00PM	
Breakfast	Rooms 222	8:00AM - 9:00AM	
Product Demo	Quacko Room	9:00AM - 10:00AM	
Webinars 101	Conference Hall 2	12:00PM - 1:00PM	
Lunch	1:00PM - 2:00PM		
Conference of Webinars	Room 221	2:00PM - 3:00PM	
Contract Renewal	Booth 323	2:00PM - 3:00PM	
Lara 101	Lecture Hall 2	3:00PM - 4:00PM	
Break out session	3:00PM - 4:00PM		
Business Development Opportunity	Booth 490	6:15PM - 7:15PM	
China 101	Cocktail Hour	8:30PM - 9:30PM	
Breakfast	Lecture Hall 1	8:00AM - 10:00AM	
Breakfast	Lecture Hall 1	10:00AM - 12:00PM	
Break out session	Lecture Hall 1	11:00AM - 12:00PM	

**Message Inbox**

Monday, October 28, 2001 11:12 am

Message Inbox for Danielle

From	Subject	Action
10/28/2001 09:52AM Admin	MEETING REQUEST	
10/28/2001 04:27PM Samantha Berg	ACCEPTED MEETING: Product Demo	
10/28/2001 03:21PM Samantha Berg	ACCEPTED MEETING: sales meeting	
10/28/2001 03:19PM Danielle Smith	MEETING REQUEST	
10/28/2001 06:00PM Anthony Parker	Picking up the Colonel	
10/28/2001 05:58PM Dylan Young	My Hotel Phone Number	
10/28/2001 05:56PM Dylan Young	MEETING REQUEST	
10/28/2001 04:54PM Zachary Lord	MEETING REQUEST	
10/28/2001 05:52PM Zachary Lord	Your resume	
10/28/2001 03:19PM Alexis Davis	MEETING REQUEST	
10/28/2001 03:14PM Alexis Davis	ACCEPTED MEETING: China 101	
10/28/2001 05:48PM Admin	Take a survey...Win a laptop	

**Session Registration**

Monday, October 28, 2001 10:48 am

Track	Session	Date/Time	Add to Schedule
Executive Management	Art of Negotiation	Tuesday 08/26/2001 04:00PM - 06:00PM	<input type="checkbox"/>
Executive Management	Business Strategies with Webinars	Monday 08/26/2001 10:00AM - 11:00AM	<input type="checkbox"/>
Developers	C++ 101	Monday 08/26/2001 09:00AM - 10:30AM	<input type="checkbox"/>
Developers	C++ 101	Monday 08/26/2001 09:00PM - 04:30PM	<input type="checkbox"/>
Developers	C++ 101	Tuesday 08/27/2001 02:00PM - 01:00PM	<input type="checkbox"/>
Executive Management	Closing the Deal	Wednesday 08/28/2001 02:00PM - 03:30PM	<input type="checkbox"/>
Executive Management	Hardware Strategies	Monday 08/26/2001 12:00PM - 01:00PM	<input type="checkbox"/>
Executive Management	Hardware Strategies	Monday 08/26/2001 01:15PM - 02:15PM	<input type="checkbox"/>
Developers	Java 101	Tuesday 08/27/2001 03:00PM - 04:00PM	<input type="checkbox"/>
Developers	Java 101	Tuesday 08/27/2001 03:00PM - 04:00PM	<input type="checkbox"/>
Management	Managing Developers	Wednesday 08/28/2001 04:00PM - 05:00PM	<input type="checkbox"/>
Management	Managing Developers	Monday 08/26/2001 10:00AM - 12:00PM	<input type="checkbox"/>
Management	Managing Developers	Tuesday 08/27/2001 10:00AM - 12:00PM	<input type="checkbox"/>
Management	Managing Developers	Wednesday 08/28/2001 10:00AM - 12:00PM	<input type="checkbox"/>
Management	Managing Developers	Thursday 08/29/2001 10:00AM - 12:00PM	<input type="checkbox"/>
Management	Managing Developers	Monday 08/26/2001 08:00AM - 09:00AM	<input type="checkbox"/>

**Meeting Scheduler**

Monday, October 28, 2001 10:58 am

Meeting Name: SAP Product Demo

To: jerry.marickson@peps.kurbe

Location: Room 223

Start Date: Thu, Aug 09 2001

Start Time: 12:00 Hours 30 Minutes AM PM

Duration: 1 Hours 15 Minutes

I have scheduled you an SAP demo tomorrow at 12:30 pm. Look forward to you! RSVP

**Online Survey**

Monday, October 28, 2001 11:02 am

Survey Questions

Questions

What is your company's hardware purchase budget?

\$0.5 million - \$1 million

\$1 million - \$2 million

\$2 million - \$3 million

\$3 million - \$5 million

Greater than \$5 million

What is your company's annual software purchase budget?

\$0.5 million - \$1 million

\$1 million - \$2 million

\$2 million - \$3 million

\$3 million - \$5 million

Greater than \$5 million

What is the next software package your company will purchase

CRM

ERP

Compliance

Security

Custom package

Don't know

**Exhibitor Listing**

Monday, October 28, 2001 11:00 am

Company Info

Company Info

IBM

At IBM, we strive to lead in the creation, development and manufacture of the industry's most advanced information technologies, including complex systems, software, networking systems, storage devices and microelectronics.

New Orchard Road  
Armonk, NY 10504  
USA  
Contact (Primary) [hardison](mailto:hardison)  
Contact [gshepard](mailto:gshepard)  
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