

# event technology

## New Lead-Retrieval Tool Lets Attendees Customize Info Receipt

Looking for a way to enhance lead retrieval? Check out PRMconnect's Leadature solution. The software as a service (SaaS), which runs on touchscreen kiosks, laptops, wireless tablets and other devices, lets attendees choose the product information they want to receive. Attendees use kiosks to swipe their badges, confirm their contact information and then select exhibitor-provided content (any type of rich media, such as Word or Excel documents, PowerPoint presentations, video and audio files) from a library to be sent to their e-mail accounts. Library content, which is sent to attendees as individual links, can be organized by category or subcategory and attendees can search for items by tag or keyword. Once attendees open a file, they can print it, save it, forward it to a colleague or provide feedback to the exhibitor, such as asking a salesperson to call them.

On the backend, the software lets exhibitors collect attendees' data and track the products and content that interest them, including which files



were requested and/or opened, how often and if they were forwarded to others. Exhibitors simply upload their marketing materials to the system, and because the content is sent as links rather than documents, files can be updated at any time. Exhibitors can also brand or skin the kiosk login pages.

Several kiosks can be placed in a

booth depending on size, and kiosks can either stand alone or be staffed by salespeople to engage with attendees. "Even if an attendee interacts only with a kiosk instead of a salesperson, you still get their contact information and what they're interested in, which is better than having someone take a brochure off a rack," says Bill Kahn, Principal, PRMconnect.

Organizers can also choose to place kiosks around the show floor or in lobby areas.

On the horizon: PRMconnect is currently working on building in survey functionality so attendees can view literature that prompts them with survey questions.

The single-event cost for the service for exhibitors or organizers who want to offer the service as an exhibit package upgrade (with a basic kiosk and 30-day library use) is \$1,500. Full program costs vary based on the number of kiosks and shows per year.

For more information, visit [www.prmconnect.com](http://www.prmconnect.com).

## Mobilize Your Show

Thinking about using mobile technology for your show? Consider Mobile Concierge from Connect-Media Ventures. For organizers, the service provides a mobile show landing page, third-party mobile registration, a text notification platform and the ability to

generate revenue through sponsorships. For exhibitors, the solution creates individual short codes that attendees can text to access an exhibitor's mobile Web site, complete with branding, product information and more. Information on the mobile sites can be instantly updated at any time. Content can include audio and video files, text, data, logos, photos, etc. Users can forward the information to a

friend via e-mail or text or bookmark items to their e-mail accounts to be accessed after the event.

Organizers can offer the Mobile Concierge service as an option for exhibitors and as a free solution for attendees. Prior to the show, the service can be used with other show marketing and advertising efforts to help drive mobile registrations and promote viral