

Try it Now!

Try it now before you forget! Text ' Events ' to 60365* or email spot@spotid.me with the ' Events ' in the subject line.

Ideally Suited

- Trade Shows and Exhibitions
- Conferences and Seminars
- Concerts, Festivals and Shows
- Outdoor Live Marketing Events

Your Challenges

Delegates are becoming more comfortable with technology in their every day lives.

Mobile phones are being increasingly used by businesses for timely and relevant communications with customers, but not using traditional voice. Many mobile phone users, use sms, mms, email, twitter, facebook, instant messaging, skype, bluetooth, cameras, video as well as voice.

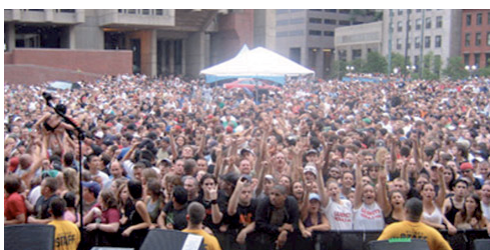
So how can an event organiser capitalise the opportunity to interact with delegates on their mobile phones to enhance their experience?

Here are some experiential marketing opportunities that using delegate's mobile phones could help you achieve:

- make your events more engaging by allowing attendees access information, links, downloads, purchase, donate, or even fill a shopping cart
- getting instant session & event feedback
- audience participation with real-time polling/voting
- help delegates to remember specific exhibitors and speakers (to get their contact details electronically)
- help delegates to spread-the-word with their colleagues and friends
- help exhibitors 'be green' and not hand out so many brochures/pamphlets but still have their message remembered
- increase the number of qualified leads for exhibitors
- offering exhibitors the opportunity to reach out to delegates (who want to hear from them) during the event

SpotiD will help you to:

- exceed your exhibitor's expectations
- generate more qualified leads for your exhibitors
- enhance the delegate's experience
- generate more value for your sponsors



Your Solution

With **SpotiD** you use your existing booth/exhibitor codes (Spots) and display them in highly visible locations: on each booth/stand, in the show guide, in exhibitor advertisements, flyers, brochures and sponsor promotions.

Curious visitors Text the Spot to 60365* or email it to spot@spotid.me**. This only costs the normal text message rate. The exhibitor is then bookmarked. Our **patent pending** auto-responder returns the exhibitor's interactive digital response immediately to the visitors phone & email.

Visitors will be comfortable using the **SpotiD** service because:

- It is FREE for them to receive information
- They can bookmark exhibitors, speakers, sessions and products that capture their attention so they can be reminded to return, or visit the exhibitor online after the show.
- They can provide quick and immediate feedback and participate in sessions anonymously.

Many event organisers have registration systems to collect exhibitor information prior to the event. The marketing components of this information often fill the exhibitor directory section of the event website and a show guide.

Using **SpotiD**, visitors can receive that information immediately via sms & email along with any marketing info. The visitor is more likely to research those links later at their convenience than they would having been given a brochure...and they have registered their curiosity to learn more - a warm lead. Post show, the visitor can see a list of all the exhibitors (in their free online account) they have tagged for followup themselves or sharing with colleagues.









With the **SpotiD** auto-responder, exhibitors can customise their own responses themselves online. Capitalise on the visitor's temporary curiosity while he/she is interested in the exhibitor.

* Your normal network rates apply for sending Text messages to us.

** Coming soon: Support for Twitter, facebook, Instant Messaging, Voice and Image Recognition.



Your Benefits

-  Offer your business clients (the host), a facility for their visitors to use their own mobile phone to bookmark any exhibitors with **SpotiD's** innovative service.
-  Allow your business clients to create as many Spots for various sessions/tracks/mini-events/demonstrations/presentations as visitors may wish to subscribe. Once subscribed to a Spot, use **SpotiD** to send sms/email updates/reminders/alerts/incentives etc to their phones while at the conference so they don't forget things that are important to them!
-  Visitors could use their mobile phones to participate in audience voting/polling during a session or provide instant feedback & rating about a session or event.
-  Collect and extract detailed statistics about interest generated by each exhibitor/event/session etc
-  Exhibitors could create their own Spots to promote a competition, presentation or mini-event.
-  Have the ability to 'spin-off' an exhibitor Spot to create their own **SpotiD** account that survives beyond the exhibition. We will share our revenue with you.
-  Exceed your exhibitor and delegates expectations of the event
-  Be greener!

Pricing

Pricing is dependent on usage of services for the event. We have flexible packages that can include pay per message or unlimited messaging, per exhibitor, per speaker, per event, per sponsor or per mobile service.

We can help you determine which is the most effective package for you once we understand your requirements.

How to get started

1. Try our system via your mobile or email. That will create a free account for you.
2. Create Unique Spots for each of your Exhibitors, Speakers and/or Sessions.
3. With each Spot, create a short response that will be sent instantly back to the Visitor to satisfy his/her curiosity
4. Include the Spot and the **SpotiD** Spot Marker on your Advertisements, Brochures, Booths & Show Guide
5. Go Live!

Ask for a free
20 min Live Demo

Contact Us



Text ' Events ' to 60365 to remember us.



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sales@SpotiD.me



www.spotid.me/tradeshows.html

About SpotiD

SpotiD is an innovator in the mobile bookmarking sector. Our **Patent Pending** technology allows consumers to remember things they spot in the real world using current mobile phone technologies; SMS, Twitter, Email, Instant Messaging and Voice Recognition.

SpotiD allows consumers to interact with the world around them securely and confidentially. Consumers remain in control of how & when they want to interact with businesses they are curious about, whilst offering the business the opportunity to start building a relationship without being intrusive.

Source	LastActivity	Spot	Category	InitialResponse	Response	Revealed?	Row Actions
SMS	12/03/2009 09:50:20.916	Frost96611	Property	The Frost Partnership Price Range: £1,150,000 Visit: http://go.spotid.me/424ay Reply with Frost96611 more to receive news for this property.	The Frost Partnership: Thankyou for subscribing to this property in Doreell Park, BField. You can receive news via email, or you can contact us: 01494 681234	Yes	Keep Reveal Remove
SMS	09/03/2009 14:56:20.984	GER1665	Property	Roberts Newby Guide: EB50K Jordons Details: http://go.spotid.me/100ca Reply with GER1665	Roberts Newby GER1665: Open to the public this Saturday 2.3pm. Come along for a coffee and a look around.		Keep Reveal Remove
SMS	27/01/2009 08:15:14.175	vantsbbf	Event	Vants Business Breakfast Forum. You must reply with vantsbbf reminder to register for reminders for this event. Apr 28 @ 7:30am Court Garden, Marlow Topic: Effective Networking with Geoff Wood, Vantis, Rosanne Chamberlain		Yes	Keep Reveal Remove
SMS	25/01/2009 21:13:08.568	AJGardens	AJGardens	Amanda Almeida Garden Design, Construction & Planting m: 07973 403688 w: http://go.spotid.me/2x72 Text: ajgardens offers for offers,Amanda.			Keep Reveal Remove

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