

### The Challenge

Oracle UK sponsored and exhibited at the annual two day UK Oracle User Group Conference 2009. Competition between exhibitors to increase footfall at their booth drove Oracle to look for a more innovative and interactive approach to attract delegates.

Oracle knew everyone was carry a mobile phone and was keen to leverage this channel to engage delegates and attract them to an Oracle Representative either at their stand or request a follow up call post show.

Their selection criteria for a solution was: easy to setup and simple to use; was not restricted to specific devices; was measurable and non-intrusive; was free and value adding for the delegates to boost their engagement level while at the conference.

### The Solution

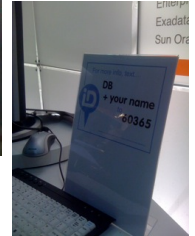
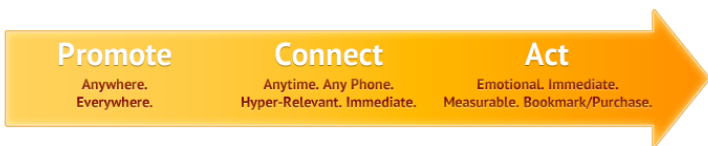
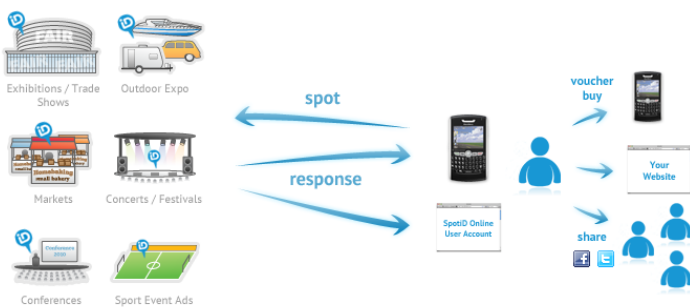
The week prior to the event, **SpotID's SpotExpo** platform was easily configured through a secure web login. Three unique Spots (codes) were allocated for different products available on the stand (See photo). Two further Spots were allocated for Session Tracks in the conference

The product Spots on the stand allowed delegates to request a digital product brochure to be sent to their email so they didn't have to carry it around. The response message also included a link to that specific product page on the Oracle website.

The Keynote Spots were updated each morning with Speaker contact details and links to download their presentation and relevant material. It also included an offer for a gift at the Stand to encourage the delegate to return and speak with Oracle booth staff. The service was promoted on the last slide of each presentation deck.

### Key Benefits

- 📍 Warm Lead Capture with contact details
- 📍 Lead notification and the ability to follow up during the conference, not weeks later
- 📍 Measurable interest from Speaker Sessions
- 📍 Accessible from any mobile phone, for FREE
- 📍 Measurable tracking of messages shared by delegates with others.
- 📍 Increased traffic to Exhibition Stand



### Statistics

- 📍 3 Spots (Codes) for Exhibition Stand, 2 Spots for Speaking Session. Conference 2 days.
- 📍 87% of the requests for Speaker details and presentation, came within 5 minutes of the session finishing. The remaining 13% came within the next 24hrs, indicating that these may have been shared with colleagues.
- 📍 92% of the recipients followed the web link in the response to the predetermined website. 60% of those did so within 6hrs of the request, suggesting they did so from their mobile phones or laptops.
- 📍 68% of the recipients downloaded the electronic brochure within 48hr hours.
- 📍 Booth visitors who asked about a gift offer (which was only advertised through the service), highlighted that the responses did attract traffic to the Stand, directly or indirectly.
- 📍 70% of the delegates were followed up during the conference where they were encouraged to return to the Stand to meet with the appropriate representative to discuss further.

*"Allowing delegates to reach out to us via their mobile was a great opportunity for us to attract them to our Stand. With this service being measurable, it certainly helps with our lead capture and marketing metrics."*

Marketing Director  
Oracle

*"A very innovative and effective tool for this type of event. We will be keen to work with SpotID for future events"*

Account Director  
Ketchum

**SpotID** is an innovator in the mobile bookmarking sector. It allows consumers to remember things they spot in the real world using current mobile phone technologies; SMS, MMS, Twitter, Email, Instant Messaging, Camera and Voice Recognition.

**SpotID's SpotExpo** is a mobile phone service for Live Events (see diagram). It offers an innovative opportunity for Exhibitors, Speakers, Performers, Sponsors and Organisers to engage visitors with hyper-relevant and timely information that visitors request.

