

Engaging Delegates at Exhibitions

Using Mobile Phones with SpotExpo™

The Challenge

As an Exhibitor, you want to generate warm leads, network with delegates, showcase new products, generate global media attention, build awareness, leave lasting impressions on visitors and connect with delegates before, during and after the show. Exhibitions certainly are busy times.

Mobile phones are being increasingly used by Event Organisers for timely and relevant communications with delegates. SMS, MMS, Email, Twitter, Facebook, Skype, Instant Messaging, Bluetooth, Cameras, Video, Internet Access as well as traditional Voice are all viable communication methods to engage delegates.

With **SpotExpo™**:

Exhibitors could

- respond instantly with company contact details and web links to relevant brochures/websites
- let delegates bookmark your stand/company and have your details added to their personalised MyExhibitors™ list
- be green....offer electronic/digital brochures/pamphlets instead of handing out printed copies
- let delegates submit entries to competitions via mobile
- let delegates request meetings, appointments and call-backs, before and during the show
- let stand visitors register their interest in one or more specific products/services, to receive more information
- include incentives/offers in responses to encourage delegates to visit/return to your stand
- let delegates register their interest to receive updates about your company/product leading up-to and at the show
- obtain delegates contact details via mobile and have them stored online for post-show follow-up.

Speakers could

- respond instantly with contact details to session attendees
- obtain instant session feedback
- increase audience participation with real-time voting
- let the audience submit questions (during the presentation) for Q&A
- provide your audience with links to download presentations, along with incentives for them to visit your stand afterwards
- offer session reminders to registered attendees

Key Benefits

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



The Solution

With **SpotExpo™**, you can use your existing booth/exhibitor code or perhaps your company name (we call these, Spots) that can be promoted in the show guide, in exhibitor advertisements, flyers, on-site signage, brochures and sponsor promotions.

Delegates, curious about an Exhibitor or Speaker, request your Spot via their mobile phone. They can do this via SMS, Email, Twitter, Instant Messaging, Camera or Mobile Web. The exhibitor is then bookmarked.

SpotExpo™ returns the exhibitor's predefined interactive digital response immediately to the visitors phone and adds it to their personalised MyExhibitors™ list (available online).

Delegates are comfortable using **SpotExpo™** because:

- It is FREE for them to receive information
- They can bookmark exhibitors, speakers, sessions and products that capture their attention so they can remember them more easily
- They can provide quick and immediate feedback and participate in sessions anonymously.

With the unique **SpotExpo™** multi-channel auto-responder, exhibitors can customise their own responses themselves online, whenever and as often as they choose.

All message traffic is measurable, so there is a wealth of information available at your fingertips before, during and after the show.

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, Mobile Internet and Camera.

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

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VAT Registered. 939 7141 91

+44 20 8133 8801
sales@SpotID.me
www.spotid.me/live-events

SpotID
in sync with my world

SpotID UK Ltd
Registered Office
55 Station Road
Beaconsfield
HP9 1QL