

EXHIBITIONS/CONFERENCES

Exhibitions and conferences are ripe for improvement and VenuIQ has developed innovative solutions to enable you to enhance and improve your visitors' experience, streamline administration and improve management information. With Beacon technology added to your exhibition or conference, you can track visitor movements, push notifications, automate check-ins and add many more features.

Automate Check-In to VIP Areas

With a card beacon or app, you can allow those attendees who have pre-booked or have VIP status to enter specific areas. **No more checking passes and lists**, their lanyard or app can be configured to approve entry, open doors / gates and notify the visitor of their seat placement.



Seminars and Q&A

Allow delegates to organize their seminar schedule in advance. Let your audience **ask questions live** during their speech by **voting up** questions from a list of all asked questions. All questions can be moderated in real time and the most popular questions can then be put to the speaker. Find out more about the presenter during the seminar by clicking in the app on their biography, send requests for more information or have the entire speech, presentation and notes downloaded to your phone or email address for viewing during the event or later.



Mapping

Utilising the **in-app heat map** information, visitors to your exhibition can see where the most popular booths are or choose to avoid overcrowded areas until they have calmed down.



Notifications

Further **enhance sponsors ROI** by pushing content live or at specific times to users to publicise key-note sessions or special offers and services.



Enhance Exhibitor Stands

While walking around the stands, Beacons trigger the app to showcase an exhibitors key products or services. Visitors can choose to click more information, sign up to a mailing list if they're interested or choose to have a brochure sent to their business address. Attendees can save their favourite stands and check on the information back at home without having to remember the names of who they've seen. **Exhibitors get better leads from people that actually visit their stand** rather than the entire database of all attendees.



Push Information

Alert guests to vital information occurring during the show. Rather than give your visitors a timetable for the day, they can have a **bespoke agenda** made for them so they only have to be alerted to the items that matter. Notifications for key speakers, meeting times at exhibitor stands, and train times can be sent to the app to keep the visitor up to date.



Big Data to Useful Information

Don't just guess how many people came to the exhibition, now you'll know! People trails and heat maps reveal which stands people visited, what areas of the exhibition are the most popular with your audience and how long people lingered at a particular spot. **All this in real time.** This data can be profiled and segmented to give real insight rather than anonymised data taken from wifi that could include staff and exhibitors. With this you'll know where to place your seminars, coffee areas, price your better stand space higher (and have proof for doing it). Integrate with CRM, ERP, CMS or other key business systems.



Cost Effective

VenuIQ is a highly flexible software product that can either form an integrated part of existing systems or as an end-to-end solution in its own right. However, purchasing beacon hardware for shows that last only a few days can be cost prohibitive. VenuIQ are able to supply beacon hardware on a weekly rental which dramatically reduces the cost for conferences and exhibitions.

These are just some of the features available with VenuIQ's exhibition software. We've got many more that could enhance your conference or exhibition including scavenger hunts, indoor navigation, seamless business card swaps, social media connections, security enhancements, and much more.

Call us today to discuss your requirements on +44 121 796 5800.

As seen in: **EveningStandard.** **FINANCIAL TIMES**



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