



# INTERACTIVE

SOLUTIONS FOR TRADESHOWS

# INTRODUCTION

We are excited to present a proposal for interactive solutions designed to enhance exhibitor presence at events while providing robust metrics to measure attendee engagement. In today's competitive event landscape, it is crucial for exhibitors to not only attract visitors to their stands but also to understand how effectively their content is being consumed. Our proposed solutions aim to address these challenges and empower exhibitors with valuable insights.







## OBJECTIVES

### ENHANCED EXHIBITOR PRESENCE

Develop interactive solutions that captivate event attendees and draw them to exhibitor booths, making their presence more impactful.

### MEASURE ATTENDEE ENGAGEMENT

Implement data-driven tools and techniques to measure the number of visitors to each stand and analyze how their content is being consumed.

# PROPOSED SOLUTION

## PRODUCT DEMOS

Exhibitors can showcase their products in a virtual environment, allowing attendees to explore and interact with them.

## INTERACTIVE MAPS

A user-friendly map feature that guides attendees to exhibitor stands of interest.

## CONTENT ANALYTICS

Monitor how attendees engage with digital content, such as videos, brochures, or interactive displays, providing exhibitors with valuable data on content consumption.

## SURVEYS & RATINGS

Attendees can provide feedback on their experience at each exhibitor stand, helping exhibitors make improvements for future events

## GAMIFICATION

Incorporate gamified elements into experiences to encourage participation and engagement, such as scavenger hunts or interactive challenges.

## QR CODE SCANNING

Attendees can scan QR codes at exhibitor booths to access exclusive content, discounts, or enter contests

## LEAD GENERATION

Enable exhibitors to capture leads by allowing attendees to register interest or share contact information through the experience



# BENEFITS

## ENHANCED VISITOR EXPERIENCE

The interactive solutions will make the event more enjoyable for attendees, increasing their interest in exploring exhibitor stands.

## DATA-DRIVEN DECISION MAKING

Exhibitors will have access to valuable data and insights, allowing them to tailor their strategies and content for maximum impact.

## INCREASED ROI

By measuring attendee engagement and capturing leads effectively, exhibitors can maximize their return on investment from the event.

# HARDWARE

- PC running Windows 8 or above
- Compatible with PC, iPads, Chrome OS or Android operating systems
- Internet connection is required for email, etc.
- Touchscreen monitor required for interactivity, however, standard screens would have looping content only or set up to repeat the touch screen display



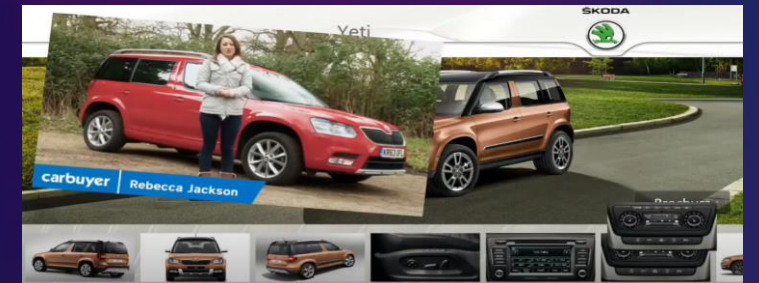
# SOME SOLUTIONS WE'VE BUILT



TRADESHOW



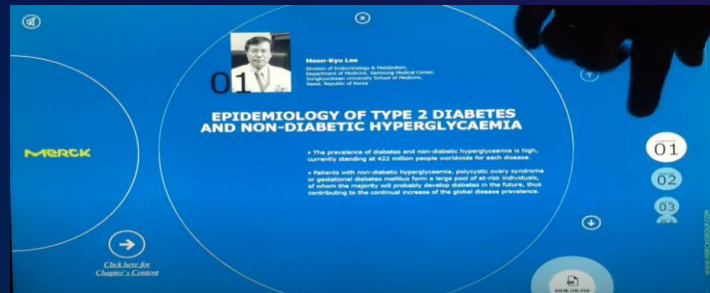
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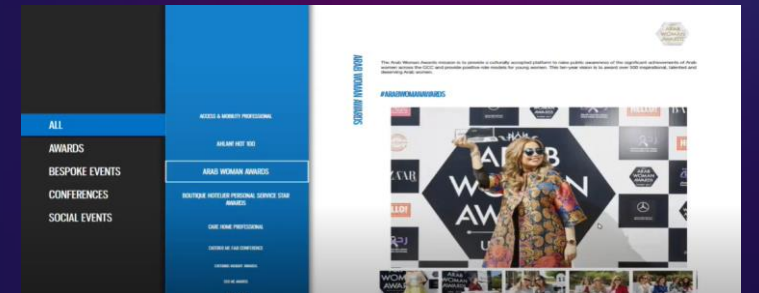
PRODUCT DEMO



MUSEUM WALL



TRADESHOW



TRADESHOW



TRADESHOW



TRADESHOW



REAL ESTATE

Our proposed interactive solutions will not only enhance exhibitor presence at events but also provide exhibitors with the tools they need to measure and optimize their engagement with attendees. These solutions align with the evolving landscape of event marketing and technology and will undoubtedly elevate the success of exhibitors at your upcoming events.

# THANK YOU

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