

Intelligent EXHIBITOR

Increasing Revenue with RFID Visitor Tracking



AllianceTech

experient

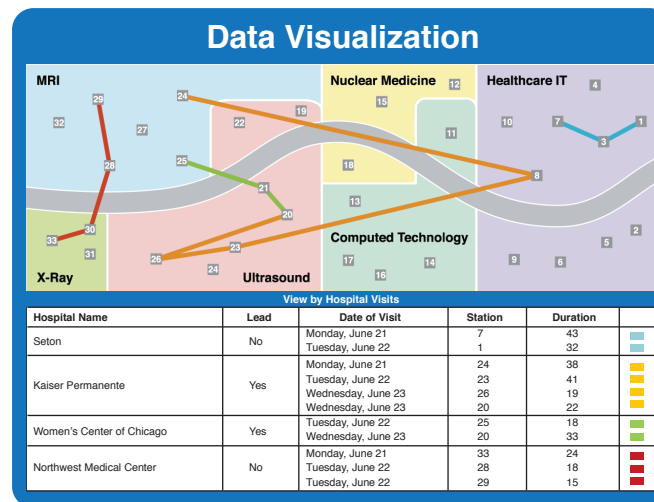
BENEFITS

- ✓ Understand attendee visits and duration
- ✓ Identify additional opportunities
- ✓ Understand product area visit times
- ✓ Web based reports integrate lead retrieval and visitor data
- ✓ Revenue generation analysis
- ✓ Further quantify your ROI and value of exhibiting
- ✓ Intelligent notification to immediately identify key visitors

Understanding Attendee Booth Traffic and Increasing Your ROI

Radio Frequency Identification, more commonly known as RFID, can help you to further measure revenue opportunities and is quickly becoming the most sought-after method for gaining insight into the behavior of an attendee. Intelligent EXHIBITOR, provides the ability for you to understand attendee booth visits and duration, track visits by product area and view reports by attendee demographics. This RFID solution works in conjunction with lead retrieval thus offering you the ability to capture, and further qualify additional leads while identifying new revenue opportunities.

For the first time, you are now able to understand attendee booth traffic, which ultimately increases your return on investment because you are gaining valuable insight into booth performance and lead potential.



Intelligent EXHIBITOR provides real-time reports while using the latest RFID tags, readers and antennas to ensure the highest level of accuracy. Additional reporting, such as data visualization, can also provide you with an interactive dashboard that allows you to graphically view event data across multiple dimensions and view overall visitor trends and patterns.

With this innovative solution, you are able to increase your return on investment by gaining valuable insight otherwise unattainable.



AllianceTech
+
experient
Partnership for Success

Feature	Benefit
Increase Revenue	Ability to identify additional revenue opportunities by uncovering new qualified leads
Booth Visits and Duration	Understand attendee interests and time spent in a specific area
Track Product Area	Capability to understand the average time spent by an attendee in a specific product area
Real-Time Reporting	Immediate reports available for viewing of booth visits and duration
Interest by Demographic	Understand product and session interest by specific demographics such as job title and geography
Easy Booth Integration	This 9"x 9" RFID read point is designed to easily integrate with your equipment and exhibit area
Intelligent Notification	Text notification to booth personnel when priority visitors enter the booth
Visual Mapping	Visual representation of booth traffic flow



RFID Exhibitor Packages

Product Offering	Description	Early Bird Rate Thru 1/19/11	Regular Rate Thru 3/1/11
Entry Package	<ul style="list-style-type: none"> • 10 RFID Read Points • Standard Web Reporting • Includes up to 8 hours of installation 	\$7,500	\$9,000
Standard Package	<ul style="list-style-type: none"> • 20 RFID Read Points • Standard Web Reporting • Post Event Executive Summary • Includes up to 16 hours of installation 	\$13,000	\$15,750
Premium Package	<ul style="list-style-type: none"> • 30 RFID Read Points • Standard Web Reporting • Intelligent Notification • Post Event Executive Summary • Lead and Visitor Cultivation Report • Includes up to 24 hours of installation 	\$19,500	\$23,750

Additional Items

Individual Read Point	<ul style="list-style-type: none"> • 1 RFID Read Point • Standard Web Reporting • Includes up to 1 hour of installation 	\$695	\$750
VIP Events	<ul style="list-style-type: none"> • Two (2) 6' Entrances monitored with RFID at one VIP Event • Standard Web Reporting 	\$2,750	\$3,395
RFID Data Visualization	<ul style="list-style-type: none"> • Interactive Dashboard • Visual representation of booth traffic flow • Graphically view overall visitor trends & patterns 	\$5,000	\$5,000
Intelligent Notification	<ul style="list-style-type: none"> • Email or text message alerts when priority attendees enter the exhibit area 	\$2,700	\$3,500
Wireless Hardware	<ul style="list-style-type: none"> • Wireless hardware connectivity for reporting 	\$75 / Point	\$75 / Point
Installation	<ul style="list-style-type: none"> • Install RFID Read Point(s) in exhibit area 	\$125 / hr. per booth	\$125 / hr. per booth

RFID read points include mic stand mounting. Additional mounting options are available upon request.
RFID read points require network or wireless connectivity (not included in pricing above).

For additional information on these offerings, please contact us via email at inforequest@alliancetech.com or via phone at 877-RFID-NOW.

Order Form

ConExpo2011

March 22-26, 2011
Las Vegas, USA

Exhibitor Assistance

For Assistance call 1-877-RFID-NOW

E-mail this form to: inforequest@alliancetech.com

Fax this form to: 512-519-7793

1

Exhibitor Information

Exhibitor Contact Name / Title _____ Booth # (Required) _____

Company Name _____

Billing Address (should match credit card) _____

City _____ State _____ Zip Code _____ Country _____

Phone _____ Fax _____

Exhibitor E-mail _____ Onsite Cell Phone _____

Alternate E-mail (to receive leads) _____

2

Alliance Tech Products

	Early Bird Thru 1/19/11	Standard Thru 3/1/11	Quantity	Total (Rate x Qty)
Entry Package \$7,500		\$9,000	_____	\$ _____
10 RFID Read Points • Standard Web Reporting • Includes up to 8 hours of installation				
Standard Package \$13,000		\$15,750	_____	\$ _____
20 RFID Read Points • Standard Web Reporting • Post Event Executive Summary • Includes up to 16 hours of installation				
Premium Package \$19,500		\$23,750	_____	\$ _____
30 RFID Read Points • Standard Web Reporting • Intelligent Notification • Post Event Executive Summary • Lead & Visitor Cultivation Report • Includes up to 24 hours of installation				
*Additional Items call for pricing				\$ _____
Intelligent Notification • VIP Events • RFID Data Visualization • Individual Read Point • Wireless Connectivity Hardware • Installation				Subtotal
*For questions on Additional Items and product packages please contact us at inforequest@alliancetech.com				\$ _____
				Grand Total

Damage Waiver

By completing this order form, you and your employer understand and agree to the following: You agree to pay a **\$995/per unit replacement/damage fee** for each RFID read point that is damaged or not returned to Alliance Tech. You, not Alliance Tech, or Event Management, are responsible for the proper use and safe keeping of each RFID read point received. Failure to pick up or return equipment will not entitle you to a refund.

Cancellation Fee

A **\$75 per unit fee** will be charged should you cancel your order after the advance order date. If you cancel your order within 72 hours of the event start date, you will be responsible for 100% of the order cost.

Liability

Alliance Tech is not liable for losses or damages incurred by you or claimed by third parties against you. Alliance Tech is not liable for loss of data or programs contained on or controlled by a machine, loss of profits or savings whether actual or anticipated or any other form of direct or consequential loss whatsoever to the fullest extent permitted by law. In no event shall the liability of Company exceed the amount of the rental payments received by Company hereunder.

3

Payment / Terms



Card Number _____

Expiration date _____

Cardholder Name _____

Cardholder / Terms Agreement Signature _____

*Credit card deposit required for all rentals.