

Intelligent booth metrics.

A new way to increase value and opportunities for your exhibitors



Intelligent **EXHIBITOR**

AllianceTech
Intelligent EVENTS

Understanding **Attendee Booth Traffic** and Increasing Your ROI

RFID, more commonly known as Radio Frequency Identification, can help exhibitors to further measure revenue opportunities and is quickly becoming the most sought-after method for gaining insight into the behavior of the attendee. **IntelligentEXHIBITOR**, provides the ability for exhibitors to understand attendee booth visits and duration, track visits by product area, view reports by attendee demographics and identify new revenue opportunities.

By attaching an RFID tag to an attendee's badge, it communicates with readers and antennas set up at designated areas that capture valuable, real-time information. Attendee privacy is protected since each chip contains no personal information and attendees are able to "opt out" if they so desire.

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

Alliance Tech's **IntelligentEXHIBITOR** solution provides you with real-time reports while using the latest RFID tags, readers and antennas to ensure the highest level of accuracy. This, in conjunction with our web-based reporting tool, will assist you in increasing your revenue potential.

BENEFITS

- ✓ BENEFITS
- ✓ Increase qualified leads
- ✓ Understand booth visits and duration by product area
- ✓ View attendee interest by demographics
- ✓ Obtain real-time reporting
- ✓ Easy booth integration
- ✓ Smart messaging and notification to improve ROI



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"x9" small form factor is designed to easily integrate with your exhibit booth
Smart Signage and Notification	Electronic signage used for greeting customers or providing personalized messages
Visual Mapping	Ability to view and track attendee movement in the exhibit booth

Alliance Tech is the #1 Provider of Technology and Measurement to the tradeshow, conference and event industry. The Alliance Tech product suite includes intelligent RFID, lead retrieval, mobile and social media solutions.



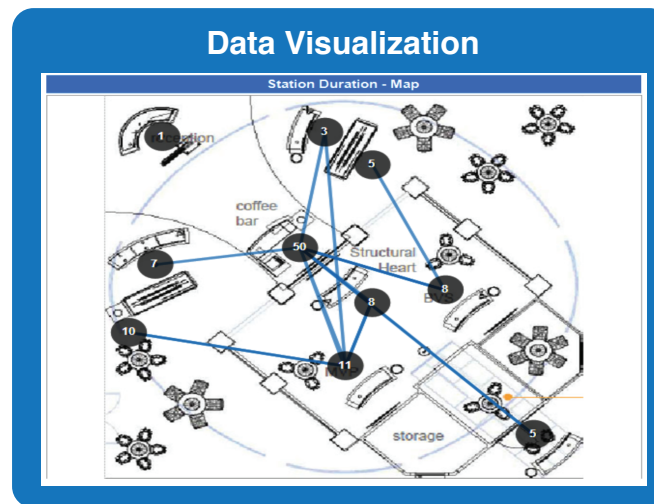
BENEFITS

- ✓ 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.

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www.alliancetek.com

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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	Email 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 10/4/13	Standard Rate 11/1/13
Individual Read Point	<ul style="list-style-type: none"> • 1 RFID Read Point • Standard Web Reporting 	\$450	\$650
20x20	<ul style="list-style-type: none"> • 5 RFID Read Points • Standard Web Reporting • Includes floor stands for RFID Read Points 	\$2,125	\$3,000
VALUE	<ul style="list-style-type: none"> • 10 RFID Read Points • Standard Web Reporting • Includes floor stands for RFID Read Points 	\$4,250	\$6,000
PLUS	<ul style="list-style-type: none"> • 20 RFID Read Points • Standard Web Reporting • Post Event Executive Summary • Intelligent Notification 	\$10,000	\$12,000
PREMIUM	<ul style="list-style-type: none"> • 30 RFID Read Points • Standard Web Reporting • Post Event Executive Summary • Intelligent Notification • Data Visualization • Includes White Glove Service (Delivery, Setup, Dismantle, and Pick-up - up to 20 hrs.) 	\$19,000	\$23,000

Additional Items

Product Offering	Description	Standard Rate
Intelligent Notification	<ul style="list-style-type: none"> • Email notification when priority attendees enter the exhibit area 	\$2,000
VIP Events	<ul style="list-style-type: none"> • One 12ft. Entrance monitored with RFID at one VIP Event • Standard Web Reporting • One staff for up to 4 hrs. 	\$2,700
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
Custom Analytics & Reporting	<ul style="list-style-type: none"> • Custom reports and analytics to meet specific exhibitor needs 	\$125 / hr.
Wireless Connectivity Hardware	<ul style="list-style-type: none"> • Wireless hardware connectivity for reporting (needed only if network cable is not available) 	\$75 / Point
White Glove Service	<ul style="list-style-type: none"> • Delivery, Setup, Dismantle, and Pick-up 	Pricing on request

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

FPSA Process Expo

November 3-6, 2013
McCormick Place, Chicago, IL

Order online at
<http://orders.alliancetek.com/rsna2012>

For Assistance call 1-877-RFID-NOW

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

Fax this form to: 512-519-7793

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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) _____

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Alliance Tech Products

	Early Bird Thru 10/4/13	Standard Thru 11/01/13	Quantity	Total
Individual Read Point 1 RFID Read Point Standard Web Reporting	\$450	\$650	_____	\$_____
20x20 5 RFID Read Points Standard Web Reporting Includes floor stands for RFID Read Points	\$2,125	\$3,000	_____	\$_____
Value 10 RFID Read Points Standard Web Reporting Includes floor stands for RFID Read Points	\$4,250	\$6,000	_____	\$_____
Plus 20 RFID Read Points Standard Web Reporting Post Event Executive Summary Intelligent Notification	\$10,000	\$12,000	_____	\$_____
Premium 30 RFID Read Points Standard Web Reporting Post Event Executive Summary Intelligent Notification Data Visualization Includes White Glove Service (Delivery, Setup, Dismantle, and Pick up - up to 20 hrs.)	\$19,000	\$23,000	_____	\$_____
*Additional Items Intelligent Notification VIP Events RFID Data Visualization Custom Analysis and Reporting Wireless Connectivity Hardware White Glove Service	call for pricing			

The Alliance Tech Intelligent Exhibitor RFID solution provides quantitative data and is not a replacement for data collected by lead retrieval solutions.

\$ _____
Subtotal
\$ _____
Sales Tax (8.25%)
\$ _____
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 equipment 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.

* For questions please contact us at inforequest@alliancetek.com.

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.

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Payment / Terms



Card Number _____ Expiration date _____ Security Code _____ Cardholder Name _____ Cardholder / Terms Agreement Signature _____

*Credit card deposit required for all rentals.