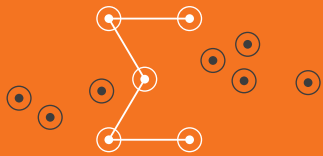


Maximizing Event Effectiveness and Exhibitor ROI through Video Measurement and Analysis



ethnoMetrics, Inc. is a leading consulting firm specializing in face-to-face marketing analysis by evaluating convention and exposition attendee and exhibitor behavior.

OUR SERVICES

Event Experience

ethnoMetrics measures and analyzes the distribution of attendees throughout the meeting. Key areas of focus include education and keynote speaker sessions, registration areas, exhibit halls, new pavilions, sponsorships and signage.

Exhibitor Effectiveness

A comprehensive study and analysis of the attendee-exhibit relationship allows ethnoMetrics to convert tradeshow experience into sales. Exhibit staff training is also available to improve exhibitor experience.

Integrated Marketing

Integrated marketing utilizes predictive analytic models to improve areas such as exhibitor sales and target sponsorship revenue. This approach connects the consumer to the brand by creating a lasting impression with the target audience

OUR ANALYSIS

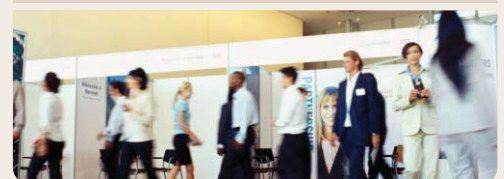
Video measurement allows ethnoMetrics to identify and analyze the key elements that improve the attendee experience. ethnoMetrics can improve and enhance the overall experience of the attendee throughout the entire show by analyzing these factors:

- ⦿ Measuring the volume of traffic over time
- ⦿ Examining the cause and effect of traffic flow on the show floor
- ⦿ Evaluating the efficiency in specialized areas (registration, show services, etc.)
- ⦿ Recommending strategies to improve show performance and effectiveness

HOW ETHNOMETRICS WORKS

Our team of professional analysts provide dedicated service from start to finish:

- ⦿ ethnoMetrics meets with clients to determine goals and objectives
- ⦿ Video cameras are installed in key areas
- ⦿ Exhibitor training in person or by webinar is provided
- ⦿ Key metrics are measured and observed
- ⦿ After the show, statistics are analyzed and quantified
- ⦿ Recommendations are formulated based on results
- ⦿ Final report and video examples are presented



LET'S GET STARTED TODAY

If you are interested in working with ethnoMetrics Inc. to improve your face-to-face marketing event contact us today. For more information, visit our site at www.ethnometrics.com

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