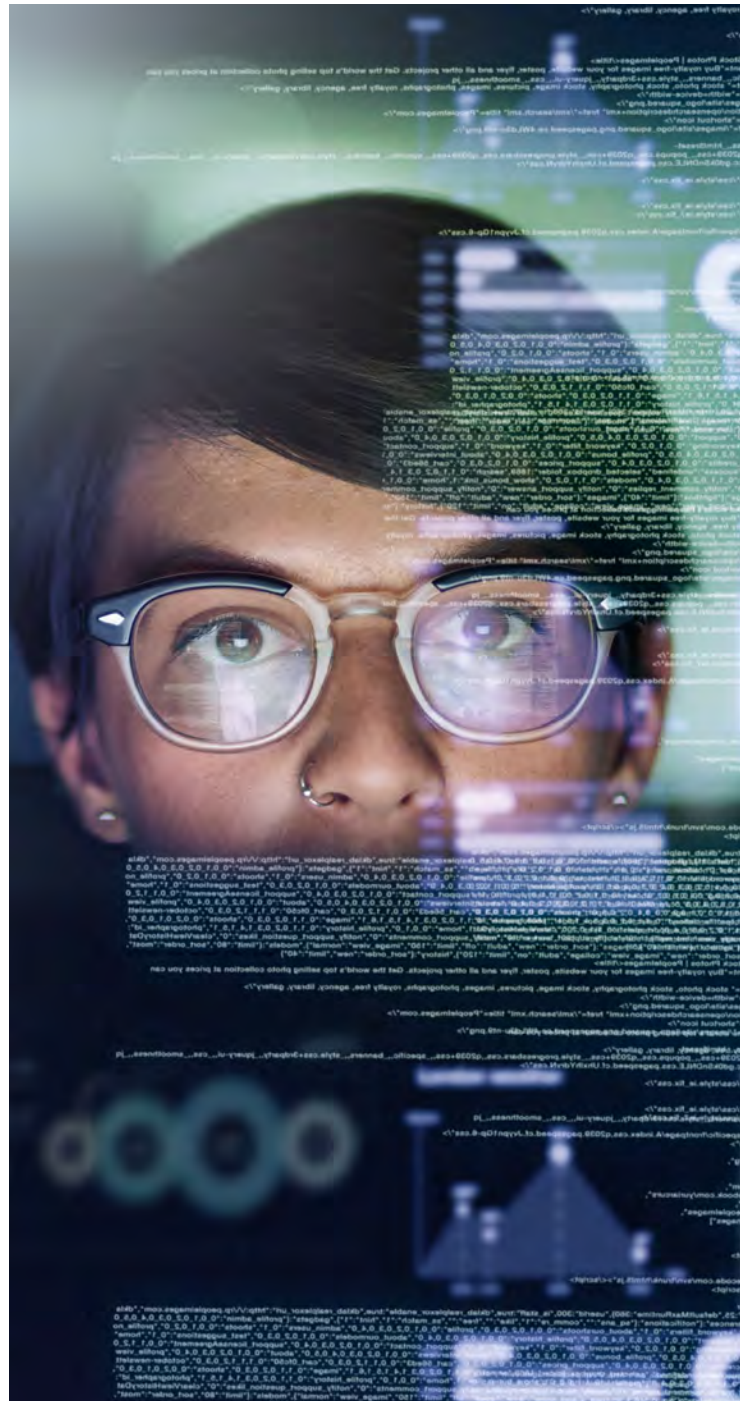


The Right Tech at the Right Time

Amazing digital technologies are the new normal at trade shows, exhibits, and events, giving you more tools than ever to engage your audience. In fact, the choices are endless. How do you choose the right one, matched to your messaging, audience, and goals? Start here.



A white paper by

THE EXPO GROUP

Today. Tomorrow. Together.®



We're living in a time of soaring technological advances.

It doesn't matter what kind of company you are, or what show or event you're participating in: the tech-driven experience you offer people will define you. And the bar is set by our collective, everyday experiences with Apple, Zappos, and the magic of Disney.

Obviously, delivering a technological "wow" will be an investment, but the benefits to you can be enormous. You'll be capturing valuable data and monitoring, measuring, and managing individual interactions at the event and after. You'll build your brand. Connect with people. Learn. Plus, a digital application is something you develop once and update easily when you want to customize for a new venue or show.

So, think long term. And imagine the possibilities.



Augmented reality turns product demos into immersive experiences.

Think Pokemon Go, which shattered download records and had 147 million active users in 2018.

Augmented reality overlays a 2-D virtual world on the real world and it can transform product tours and demonstrations. Attendees use smart glasses, smart phone, and/or tablets to see models of your products in realistic environments, and can manipulate surroundings, zoom, and move your product around.

You can use cell phone apps, cards, markers, images, and objects to trigger the augmented reality and track to

graphics on walls, displays, the floor, and physical objects. You can also combine multiple markers, touchscreens, and 3-D to add another dimension to the experience.

When to use it: Best when you have cumbersome or too many products to bring to the trade show. Augmented reality can put them in attendees' hands in 2-D and let them examine them in detail.



Virtual reality gives you unlimited floor space to create your experience.

Virtual reality transports viewers anywhere you like. Clients of The Expo Group have taken people 10,000 feet down to the bottom of the sea floor to show them how oil drilling is done. We've taken them inside a human cellular structure to see cancer therapeutics at work. Want to invent a world that doesn't exist? You can.

Have one person with a headset on which takes up a very small footprint, or be ready for a crowd with 50 headsets. Virtual reality accommodates many budget levels today, from the \$10 Google Cardboard to the state-of-the-art Oculus Rift that allows people to interact with your equipment or products and be fully immersed with

positional tracking so they can walk freely around the virtual space.

Some rules of thumb? Keep it to a three-minute experience tops and use it first, before a sales conversation.

When to use it: Best when you have a place you'd benefit from whisking your visitors off to – a place they could never go, even a fantasyland. What's a great "world" that shows off your product or services?

While this technology is still in its infancy, there are many great devices: Microsoft HoloLens, Meta VR, DAQURI, and Magic Leap.

When to use it: Best when you need to show very large products, even those that would never fit in your booth. Mixed reality puts products there in 3-D, in attendees' hands, allowing a first-hand experience.

Mixed reality lets attendees be hands-on with products not even there.

A mixed reality experience is great for trade show guests, allowing them to inspect and use your products. And it's great for you because it means you can defy booth space constraints and show even the largest, impossible-to-transport products.

Augmented reality is 2-D information overlaid on the real world, whereas mixed reality takes it to 3-D. The experience can be presenter-driven, giving multiple people a heads-up display – or you can allow individual self-discovery. Users can control the experience with a gaze, gestures and grabbing, or even voice commands.

Beacon, RFID, and Bluetooth can shape better floor plans.

There are powerful ways to use the data from attendee analytics to improve attendee experience, exhibitor experience and revenue. Show managers can innovate floor plans to drive higher engagement, improve traffic, dwell times, and repeat visits. You can use the data to price your exhibit spaces and sponsorship opportunities, selling using evidence as opposed to anecdotes.

When to use it: Best when you really need to know – factually – what areas of the show were hot and cold, what times of day saw most activity, and how did sponsors and exhibitors fare with attendance.

Event bots and responsive AI makes basic interactions better.

An event bot is an automated artificial intelligence program that interacts with people over messaging applications, typically on their phones. People ask the same 60-90 questions at every event. Why have staff answering basic, predictable questions when an automated bot can do it in seconds?

Event bots can send notifications of sessions, the keynote, and meals. They can help with way-findings. Exhibitors can place orders using them. And communications are not limited to just text. Bots can send images, emojis, links, stickers, menus, buttons, and cards.

When to use it: *Best for very large events when attendees could use a "personal assistant" to guide them. Also, event bots let you assign expensive staff to much higher value activities rather than menial tasks such as directing people to restrooms.*

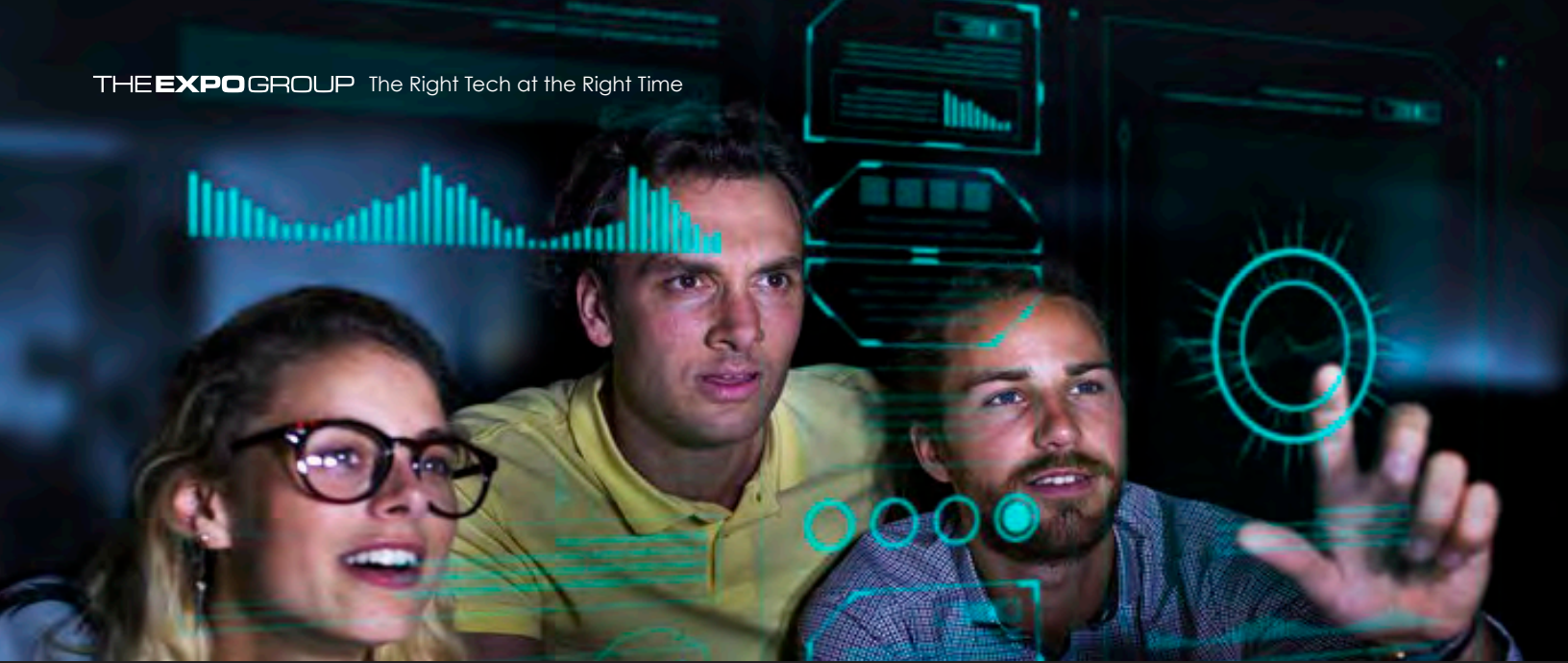
Wearables is a quickly expanding field, with good reason.

Visit Disney, where your MagicBand bracelet lets you enter the parks, unlock your hotel room, buy food, and gain FastPass+ access to the experiences you've selected in advance. The MagicBand also unlocks surprise experiences, just for you, throughout your vacation.

Wearables like this can be sound-controlled, motion-controlled, or time-controlled. They provide really valuable behavioral analytics you can capture and leverage.

One application we like a lot is the "matchmaking" proximity app. When an attendee approaches someone else with a similar registration profile, the two wristbands light up with the same colors – encouraging smart connections and engagement.

When to use it: *Best for data that helps you plan for the next event by tracking attendee movements and behaviors. It's also beneficial for attendees (and staff) who would benefit from easy, speedy, cashless payments.*



Multi-player games are very effective attention-grabbers.

Gaming in the booth has long been a favorite attention-grabbing action for exhibitors. People are hard-wired to notice games and get excited when they can watch, or even better, participate and share their experience with others.

Games are scalable, so you can put three competitors in what may be your small booth, or have up to fifty play using their iPhones or iPads, no matter where they are. You can use trivia questions about your company. Gamify your content and let players build solutions. For example, put products in the right order, or pick the right job to

win a prize. You can track gamers and put leaderboards on social media.

Learning and lead capture happen. What do your attendees know? What's new to them? Also, think about playing a looping commercial between rounds of the game.

When to use it: Best when booth traffic is your key concern, and when you can afford good prizes: what attendees can win is the number one reason they participate in a trade show contest or game.

Facial recognition AI accelerates registration and saves money.

We are seeing facial recognition AI tested in the market, with the promise that registration speed could be completed five times faster than traditional methods. This is a great solution for events with large numbers of attendees. It can lower staffing costs. It may also reduce your registration area footprint: you may need 10 kiosks on day one, but only five on day two, so you can start to repurpose that space for other attendee experiences.

A few best practices: communicate about data security. Some guests will be concerned about how their faces and data will be stored. Images are anonymized and deleted, but explaining how seriously data security is taken (ahead of the event) will make attendees more comfortable. And for those that aren't? Always enable opt out with a staff member on hand to register folks the old way.

Finally, make sure you have your own internet access point and have your laptops and tablets as backups – just in case.

When to use it: Best when your show has a large number of attendees and long registration lines, and high expenses for registration space, staffing, registration desk build, ship, and I&D.

Digital signage attracts more attention and communicates more.

It's modern, current, and improves the experience for both attendees and show planners.

Digital signage lets you show different, appropriate messages throughout the lifetime of the event. Messages can be scheduled, changing automatically without constant physical intervention. Want total event immersion? Want to drive traffic to a special happening? Just schedule the same message for all digital signage, or create localized content zones.

The superiority over traditional, static signage is clear. Digital signs use high-definition motion graphics, even videos. Templates and custom graphics allow new signs to be designed quickly and easily. And they're obviously better for the environment.

You can use digital signage to increase revenues through sponsorships and exhibitor sales – and increase attendee engagement if you integrate social media and gamification strategies. Get creative!

When to use it: Best when you want to free staff and storage from sign management tasks, and tax signage with higher order goals: be eye-catching and engaging, improve customer service, create revenue.

Live streaming is a powerful way to increase event revenue.

This is the online streaming of media simultaneously recorded and broadcast in real time. It's powerful and increasingly mainstream. And it's an increasing expectation, especially by live audiences and millennials, and it gets cheaper and cheaper to execute every day.

The data is in and live-streamed events generate up to 75% more revenue than those that aren't live streamed. We also know that 30% of those who sample the livestream at an event remotely one year, attend the next year. Video increases engagement with brands and pride of brand association, so even if you experiment modestly by recording video for access later, it's worth doing.

When to use it: Best when you need to communicate modernity, expand your reach, and grow revenue. You won't need expensive equipment – a camera, audio, and an Internet connection – but put it in professional hands.

Touch is the easiest, most intuitive digital interface for people to use.

Touch screens

The touch screen is sensitive to the touch of a finger (or stylus). By touching icons or links on the screen, users navigate a computer system. Touch screens became popular after Apple introduced the iPhone in 2007. Today, they're ubiquitous – on ATMs, retail point-of-sale terminals, car navigation systems, medical monitors, and industrial control panels.

Touch screens are a great way to augment your staff on a trade show floor: attendees can easily get the content about you that interests them. We've seen a lot of companies that have heavy equipment and prohibitive shipping costs – machinery, trucks, vehicles, planes – use touch screens to let attendees interact with virtual models. And the user-controlled “drill down” nature of touch screen exploration means you can tackle complex subjects in a step-by-step, digestible manner.

When you integrate touch into your booth, you can track user interactions, store the metrics, and learn. You can also capture leads.

When to use it: Best when you want attendees to self-navigate information quickly, and you can break down complex content into progressive steps so people can dive into what most interests them.

Transparent touch

This hard-to-ignore technology goes beyond the well-known touch display.

Users see what's on the glass touch screen, and also see through it to your physical products or models behind the glass. You can overlay information about the objects and, through intuitive touch, let users discover more about them and get deeper levels of information. Surely you've seen people at exhibits walk around new, interesting things and point them out to colleagues.

Transparent touch adds a new, "wow" layer to that. Transparent LCD (liquid crystal display) screens can also be used to create eye-catching, interactive display cases for your products.

Of course, as in plain touch above, you can store metrics, learn, and capture leads.

When to use it: *Best when you have physical objects to show attendees and can turn them into an experience by inviting self-directed discovery, and show progressively deeper levels of content about them.*



Multi-touch wall

Think of it as an interactive mural. It attracts a crowd with high-definition images that look crisp at any distance. And the crowd of 20-30 people can come and interact with your giant multi-touch wall, everyone simultaneously, exploring whatever content interests them, without affecting other users.

All your material – text and images, deep product information and data, video, 3-D models, PDFs – have a sophisticated, but easy to use content management system behind it. You can make changes on the fly, even changes to language on your way to international shows.

Of course, you can also store user metrics.

When to use it: *Best when you have a wide range of products across multiple vertical markets and a small trade show staff; attendees will easily discover what interests them and self-educate.*



Object recognition tables

This table recognizes specific objects placed on it and brings up information you've decided goes with that object. Small products, 3D printed objects, or cards work best. The table reacts instantly and opens the associated content directly, without any menu structures or user navigation.

Personalized content can welcome attendees individually, even with their brand name next to yours. You can give special access to some content to selected users who possess a special object or badge. Users have haptical control, moving, zooming, and filtering content. They can drill down on information using the touch screen. And they can even save information on an object and take it with them.

Need some fun? Gamify an experience, using physical objects to control a game on the screen. A content management system means easy updates to text, images, video, PDF and 3D models. And yes, you can track user interaction and store metrics.

When to use it: *Best with small or 3D printed objects, cards, or badges that you can easily put in attendees' hands. Even better if you know who they are in advance and can surprise with custom content on the table. vertical markets and a small trade show staff; attendees will easily discover what interests them and self-educate.*

3-D holograms are people magnets, no 3-D glasses needed.

We were all introduced to holograms when a holographic Princess Leia spoke to Obi-Wan Kenobi in the first 1977 "Star Wars." Holograms are series of video images projected onto a transparent screen with varying degrees of translucency. 3D images appear to float in thin air. Live action video and animation can also be displayed with an astonishing degree of clarity.

Consider using a hologram to transport your CEO or another executive to a trade show attendees would find interesting. Get a great keynote speaker who can't manage the time investment or travel. Want to illustrate the key content points dimensionally on the stage in an unexpected way? Holograms dazzle audiences.

When to use it: Best when you want to "transport" a speaker to your exhibit who otherwise couldn't attend. Holograms are also great at showing different locations to your visitors and illustrating messaging in an amazing way.

Silent audio may seem like an oxymoron, but it's extremely cool.

Silent audio started with "silent disco," where people put on wireless, noise-canceling headphones, tuned into whatever music channel moved them, and danced and sang. The floor filled up with hundreds of people – alone, but together.

The idea here is to deliver a personalized audio entertainment or educational experience. More practically, at a conference, silent audio enables attendees to choose the channel during simultaneous keynotes, demos, or presentations. Headphones and a simple radio transmitter make it possible. Among other things, it minimizes the amount of space you might need to present multiple content sessions all in one session, one area.

Everyone can choose his or her adventure.

When to use it: Best when you have something to do that the noise of a trade show floor and your own booth makes impossible: a big presentation, a press conference. Silent audio is also great for fun. Why not a disco?



Projection mapping makes images come alive in like never before.

This technology projects objects onto a surface. Projections can be as simple as indoor stage effects, as small as a mannequin with a projection map that shows different clothing, or as complex and large-scale as images animating on the side of a building or an industrial landscape.

Projection mapping is a terrific, theatrical approach that catches attention and builds buzz. It's also increasingly affordable. You'll want to control ambient light during projection mapping to ensure the highest impact.

When to use it: Best when you need to show things that you can't afford to transport, set up, and store. Projection mapping also allows you to make dramatic set changes to your exhibit without actually changing it.

Mobile sales tools optimize your trade show staff effectiveness.

When your reps can demo your products, configure them, and reach back to a database for pricing and quick answers to questions, they engage with attendees with confidence – and reduce the amount of time it takes to get to “yes.” Everything they need is with them on their phones or tablets, and the interface can be intuitive and familiar, based on the apps they use every day.

Today's mobile sales tools empower your people and keep you in control too. A cloud database lets you pull data in real time, make a change to a product, update information based on a regulatory or legal issue, and ensure devices pull down exactly what you want. Content management systems allow for easy updates to text, images, video, and PDFs.

When to use it: Best when interaction with your staff is everything; mobile sales tools collect leads and arm your people with digital sales literature, videos, and critical content on their tablets or smartphones.



What's next? Talk to us.

The technology exhibitors can use is evolving at lightning speed, and changing the way events are planned and experienced. Some innovations can set you up for a new level of success. Others may be more complex than they're worth.

We hope this white paper has given you a helpful overview to start you thinking. When you're ready to jump in, contact The Expo Group. We'll help you afford innovation by sharing the financial risk of trying new technology to better engage audiences. Check us out at www.theexpogroup.com.

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The Expo Group is a trusted exposition, exhibits and events partner that invests in clients to help them grow attendee, sponsorship, and exhibits revenue by creating compelling experiences – from ideas to design to execution to results.

Author:

Ken Dec

EVP, Marketing and Strategy
kdec@theexpogroup.com

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