

CSI + Konduko have created a SMART Event Experience Platform focusing on delivering content-driven marketing with exceptional exhibitor value, greater visitor engagement and new digital monetization opportunities for organizers.

The business model ensures that 100% of exhibitors and 100% of attendees have the capability to interact and exchange content based on the audience's specific interests.

The SMART Event achieves:

1. Above-average visitor engagement
2. Significantly more leads for exhibitors
3. Exceptional monetization opportunities

### How does it work?

100% of attendees are provided a NFC Smart Badge. SMART Readers are placed around the event, on exhibitor booths, on feature walls, VIP meeting rooms, sponsorships, new product showcase, session rooms and digital signage.

Content, such as images, course handouts, course presentations, poster sessions, exhibitor/sponsor product info, white papers and contact details are loaded onto each SMART Reader.

The attendee touches their SMART Badge against the SMART Reader, creating a 2-way exchange, or "digital handshake".

### The SMART Event generates significant new revenues for the Organizer

The business model is to ensure 100% of exhibitors have SMART Readers in their booths. This approach coupled with placing Readers on advertising, meter boards, Product Showcase Walls, gives organizers the opportunity to generate significant new revenue streams.



**Product Showcase Wall (above)**



**Exhibitor Lead Retrieval (above)**

### For Organizers

- Significantly more data
- New revenue streams
- Higher Net Promoter Scores

### For Exhibitors

- More leads
- Better leads
- Higher ROI

### For Attendees

- Convenience
- Better privacy controls
- Increased level of value