

**CASE STUDY: THE 2020  
SO NORTHWEST  
WOMEN'S SHOW**

# EXHIBITION TICKETING, REGISTRATION & LEAD GENERATION CASE STUDY

April 2020



**EVENTSPASS**  
YOUR EVENT STARTS HERE

# ABOUT EVENTSPASS

We exist because the era of data-driven events has arrived for Exhibitions, and as former event producers ourselves, we built EventsPass to take full advantage of this new paradigm.

Contemporary event producers are grappling with a need for more data to growing their ticket sales, delivering more ROI to their vendors and sponsors, and the commercial realities of finding leaner and more efficient Software as a Service solutions for their businesses. We tick all these boxes.

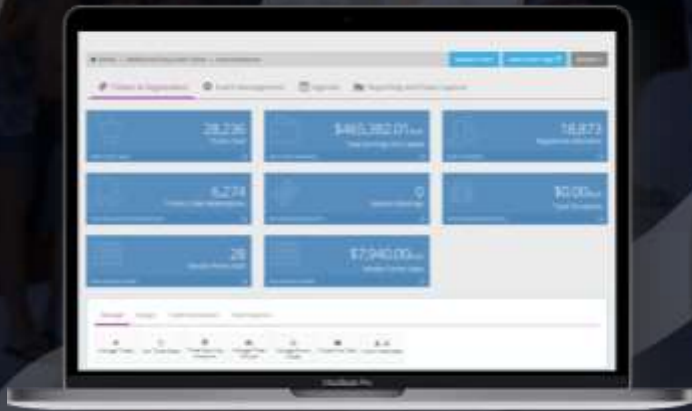
From event marketing, ticketing and registration, driving leads and sales for vendors, and post-show re-marketing, the Trade Event industry has relied on data capture to generate its ROI for a very long time...now we think it's time to bring that capability to the Consumer Exhibitions space as well.

Using our unique cloud-based architecture with integrated producer and vendor apps, symmetrically synced in real-time, we are able to offer this market new, disruptive, ROI-generating opportunities.



# WHAT IS EVENTSPASS?

EVENTSPASS IS COMPRISED OF THREE KEY PLATFORM ELEMENTS:



## EVENTSPASS CONTENT SERVER

The core of the cloud-based EventsPass platform, administration back-end system, and customer facing front-end.

Here we (or producers) create, manage and control the entire event; online and offline ticket sales management, registrations, check-ins, and exhibitor tools such as lead-generation and campaign tools.

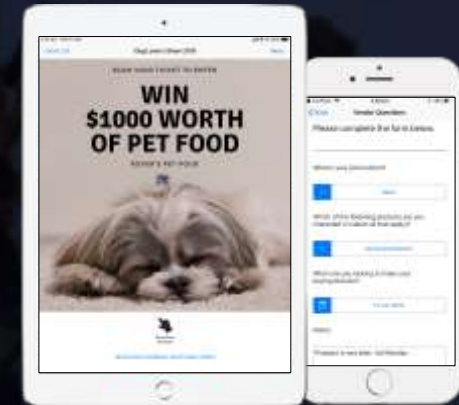


## EVENTSPASS CHECKIN

Free application for all iOS devices including iPhone and iPad facilitating visitor check-in, on-site registration, options check-in and merchandise collection, badge printing, and access control.

Real-time connectivity provides triggered text, email and CRM comms based on visitor behaviour.

[WWW.EVENTSPASS.COM](http://WWW.EVENTSPASS.COM)



## EVENTSPASS LEADGEN

Downloadable Exhibitor data capture app that integrates seamlessly with the EventsPass Content Server and CheckIn applications.

Real-time symmetrical sync provides excellent visitor and exhibitor customer experiences and allows for triggered SMS, email and CRM integrations.

# HOW IT WORKS: REGISTERED ONLINE TICKETS



ATTENDEES BOOK THEIR TICKETS/REGISTER THROUGH THE EVENTSPASS OR PRODUCER WEBSITE, AND CAN BOOK SPACE-LIMITED EVENT SESSIONS TO AVOID CROWDS.

ATTENDEES CAN CHECK-OUT MULTIPLE TICKETS IN ONE TRANSACTION AND ARE EITHER FORCED, OR ENCOURAGED, TO REGISTER ALL OF THEM PRE-EVENT.

TICKETS CAN ALSO BE SHARED VIA EMAIL & TEXT WITH THE OTHER ATTENDEES FOR INDIVIDUAL PRINTING.



ATTENDEES SIMPLY PRINT THEIR ONLINE TICKETS (OR PRESENT THEM ON THEIR MOBILE DEVICE) THAT INCLUDE THEIR UNIQUE QR CODE, AND ONCE ONSITE CAN CHECK INTO THE EVENT OR SELF-SERVICE PRINT THEIR BADGE WHERE THIS IS REQUIRED.

THEY ARE ALSO ABLE TO USE THIS CODE TO ACCESS ANY OPTIONAL SESSIONS THEY HAVE BOOKED OR TO COLLECT ANY MERCHANDISE THEY HAVE PURCHASED.



ATTENDEES ARE THEN FREE TO ACCESS THE EVENT, SCANNING THEIR TICKETS AT THE VENDOR BOOTHS USING LEADGEN APP.

THE ATTENDEES' DATA IS AUTOMATICALLY SYNCED WITH ALL VENDOR DEVICES SO THEY NEED ONLY REGISTER ONCE.

VENDORS CAN SEE AND DOWNLOAD THE ATTENDEES DATA THAT THE PRODUCER HAS CHOSEN TO SHARE, CAN EDIT THEIR RESPONSES AND TRIGGER DIGITAL BROCHURE DISTRIBUTION.

# HOW IT WORKS: UNREGISTERED & ONSITE TICKETS



ATTENDEES ARE GIVEN A REGISTRATION CODE, OR THEY PURCHASE TICKETS ON-SITE THROUGH THE BOX-OFFICE (USING TOUCHLESS CREDIT CARD TECHNOLOGY).

THEY THEN SCAN THIS CODE WITH THEIR OWN PHONE, AND THEY ARE TAKEN TO THE REGISTRATION FORM, WHICH THEY SELF-COMplete.



ATTENDEES CAN THEN SCAN THEIR REGISTERED CODES TOUCH-LESSLY ON IPADS USING THE CHECK-IN APPLICATION, WIRELESSLY CONNECTED TO OUR BADGE PRINTERS TO PRINT THEIR BADGE.

FOR EVENTS THAT DO NOT REQUIRE BADGES, THEY SIMPLY HOLD OUT THEIR PHONES / TICKETS TO CHECK IN AT ACCESS CONTROL.



ATTENDEES ARE THEN FREE TO ROAM THE EVENT SCANNING THEIR TICKETS AT OTHER EXHIBITOR BOOTHS OR PASSPORT COMPETITION POINTS.

THE ATTENDEES' DATA IS AUTOMATICALLY SYNCED WITH EACH EXHIBITOR DEVICE SO THEY NEED ONLY REGISTER ONCE, THEN THEY CAN SCAN AND GO AS THEY PLEASE.

VENDORS CAN SEE THE ATTENDEES' DATA THAT THE PRODUCER HAS CHOSEN TO SHARE, AND CAN EDIT THEIR RESPONSES.

# CASE STUDY SUMMARY

## BACKGROUND:

The So Northwest Women's Show is consumer Expo held in February/March at the Tacoma Dome, Washington. The event attracts approximately 8,000 attendees and 240 vendors over a 2-day weekend of fun and shopping.

## THE PROBLEM / OPPORTUNITY:

The opportunity in this case was two-fold:

1. Although this event is very much a shopping-type event, targeted at a buying audience, there are a substantial number of Vendors that close the majority of their business post-event such as; therapeutic service providers, travel providers, furniture and automotive manufacturers. In fact, event research indicated that 63.7% of Vendors considered creating leads and building a database was a key goal for them at the event. Furthermore, 75% of these vendors were using a pen and paper, which meant they were taking weeks to follow-up their leads, and the Producer had little visibility on the effectiveness of the Show for these exhibitors which made selling more difficult.
2. The Attendees to this event are incredibly loyal, with over 81% indicating that they were Likely or Highly likely to attend the event "Next Year" establishing the value of an Attendee database as a tool to pre-sell tickets and market the Show at a much lower cost than traditional ATL and Digital channels.

## THE EXECUTION:

EventsPass was approached to deliver an integrated system that would sit over the top of the venue ticketing as this is mandated by the venue (although EventsPass has full online and box-office capabilities), that could increase the Attendee registration for the Producer, deliver more effective Lead Generation for the Vendors, and provide additional marketing channels to Vendors selling off their stands.

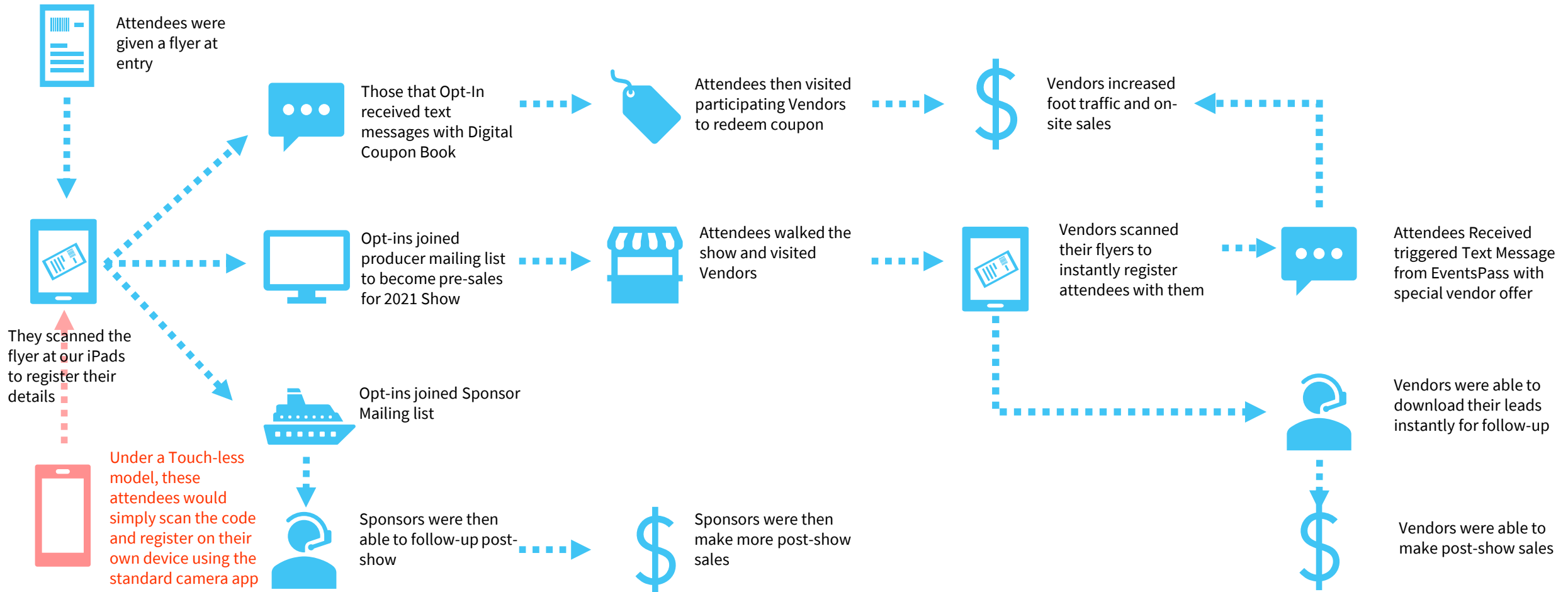
The EventsPass platform was deployed including; the registration app on iPads supplied by the Producer at the event entry, Vendor LeadGen app (both BYOD and supplied with hardware), triggered text messaging for the Producer and Vendors, and the Digital Coupon Book.

## THE OUTCOME:

EventsPass was able to deliver 2.5 times the attendee data captured at previous events with comparable hardware and incentives, and was able to deliver an average of 74 leads per participating exhibitor. We re-signed the event producer for a 2-year contract extension at the show.

# THE ONSITE EXECUTION

*"The EventsPass platform redefined the user experience and ROI for Attendees, Vendors & Sponsors, and the producer at the Show"*



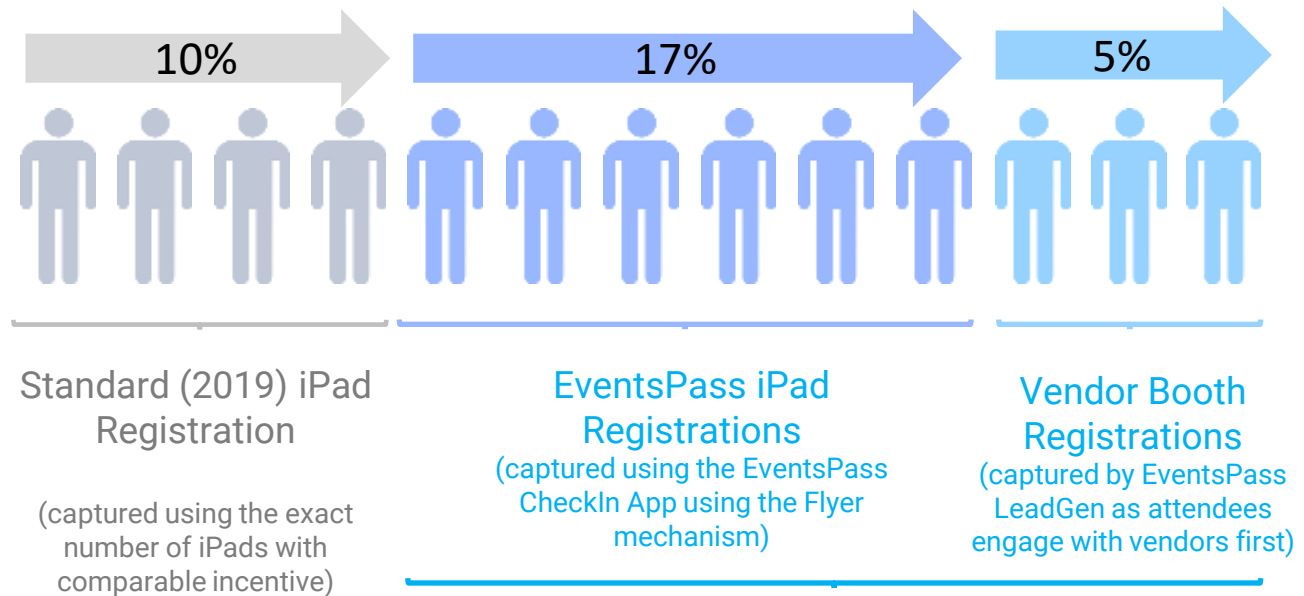


# COMPARING RESULTS: PRODUCER ROI

## EVENTSPASS RESULTS

The key difference between EventsPass and traditional data capture processes is the integrated approach to registration and lead generation. By wrapping producer registration, major prize draws, vendor competitions and offers, and the exchange of lead-data into a single system, EventsPass is able to capture data through multiple attendee behaviors, and across a range of touch points.

For example, if an attendee *doesn't* want to register at the major prize area, we can still engage them at a Vendor stand as they scan their flyer and register for that competition, or to be followed-up by that vendors' sales people, and of course, once registered, it is scan-and-go everywhere else.

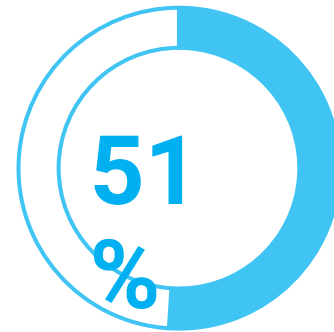


**EVENTSPASS CAPTURED MORE THAN 3 TIMES AS MANY REGISTRATIONS FOR THE PRODUCER AT THE 2020 EVENT!**

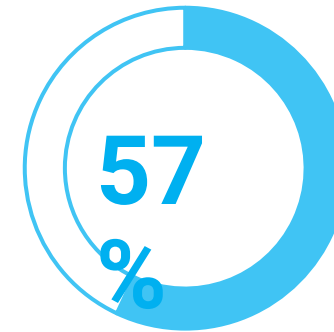
# COMPARING RESULTS: VENDOR ROI

## EVENTSPASS RESULTS

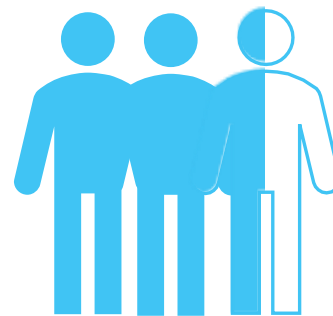
EventsPass is designed to cater for Expo Vendors whatever their needs and sophistication. From the Digital Coupon Book designed to promote offers and drive footfall to stands, to detailed lead qualifying forms, to timed text message offers designed to drive traffic *back* to the stand to purchase, EventsPass has many options that deliver big results for vendors.



THE PROPORTION OF REGISTERED ATTENDEES THAT ALSO SCANNED ON VENDOR STANDS



THE PROPORTION OF REGISTERED ATTENDEES THAT OPTED-IN FOR THE DIGITAL COUPON BOOK



2.4

THE AVERAGE NUMBER OF SCANS BY PARTICIPATING ATTENDEES



74

THE AVERAGE NUMBER OF LEADS SCANNED BY THE ACTIVE VENDORS

# WHAT OUR CUSTOMERS SAY ABOUT US

CONSUMER EXHIBITION PRODUCERS AND THEIR VENDORS AGREE – EVENTSPASS DELIVERS GREAT RESULTS.

## PRODUCERS:

*We decided to use EventsPass because we'd never heard of a company like them. The fact that we can determine an ROI for us, and our Vendors was really appealing.*

*We've seen a massive uptick in attendee participation...we're capturing not just their names, but all the data that comes with it which is vital for selling sponsors, vendors, partnerships; anything to do with the Show.*

*What I love about EventsPass is the innovation, and it's immediate. We have a timeshare company that's been here three years, and they've never been able to sell packages at the Show, but they sold 3 alone yesterday. They did it by capturing the lead, and during the Show texting out a message to those attendees that had visited them in the last hour. Those attendees then turned around and went up, took advantage of the offer and transacted.*

*I would say if you're doing a Show...you have to use EventsPass, it's already paid off for us. We've already signed a 2-year deal for our next 2 Shows, and I know our Vendors are excited to be back with us because of EventsPass...I don't know how you truly show ROI without it.*

*Mike Oboy, Manager – So Northwest Women's Show.*

## VENDORS:

*I would encourage every vendor to use EventsPass LeadGen, it's just been an amazing tool, it's been a huge asset to us, and we've been able to collect information we've never been able to before. And it's electronic; in the past people have filled in little pieces of paper and then someone's had to go back and re-enter that information, or we just didn't do that because of the time it was going to take to do.*

*The attendees have responded great, all age groups; the younger, the older, everybody's been able to figure it out and move along with it, it's amazing!"*

*Kim Fuller, VP Marketing – Seldens Designer Home Furnishings*



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# THANK YOU

FOR MORE INFORMATION OR A  
DEMONSTRATION OF THE PLATFORM, PLEASE  
CONTACT ED BRUNO - VP OF SALES, NORTH  
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