A large, stylized white number '2' is positioned on the left side of the image. The background is a dark blue-tinted photograph of a crowded event. In the upper right, a sign reads 'WIN LG SIGNATURE KITCHEN APPLIANCES VALUED AT UP TO \$15,000 LG ENTER HERE'. The overall scene is a busy exhibition or trade show.

# **CASE STUDY: NON-TICKETED EVENT COMPARISON SYDNEY V. BRISBANE BOAT SHOWS**

# 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 exhibitors 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.

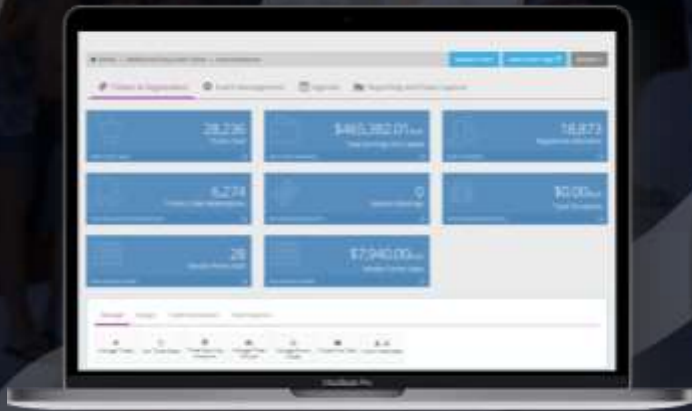
From event marketing, ticketing and registration, driving leads and sales for exhibitors, and post-show re-marketing, the Trade Event industry has relied on data capture to generate its ROI for a very long time...now we think it's time to bring that capability to the Consumer Exhibitions space as well.

Using our unique cloud-based architecture with integrated producer and exhibitor 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.

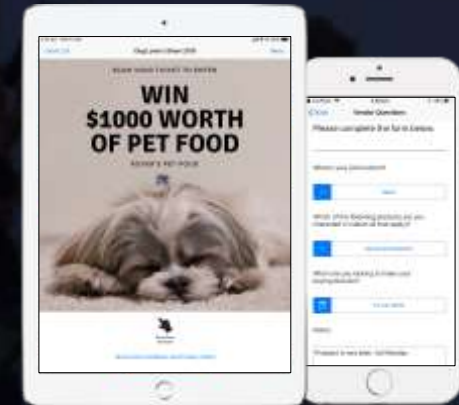


## EVENTSPASS CHECKIN

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.



VISITORS 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.

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



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

THE VISITORS' DATA IS AUTOMATICALLY SYNCED WITH THE EXHIBITOR DEVICES SO THEY NEED ONLY REGISTER ONCE.

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

# HOW IT WORKS: UNREGISTERED & ONSITE TICKETS



VISITORS 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.



VISITORS 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.



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

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

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

# CASE STUDY SUMMARY

## BACKGROUND:

The Sydney International Boat Show and the Brisbane Boat Show are both annual events produced by the Boating Industry Association of New South Wales. Both events are the leading consumer exhibitions within their respective geographic markets and deliver audiences of some 60,000+ and 12,000+ respectively.

## THE PROBLEM / OPPORTUNITY:

Attendee research undertaken by the BIA established the value of capturing visitor data to drive future ticket sales. 58% of the audience indicated that they attend the event 'every year' and that email communications was the best way to contact them about the Show. An ROI calculation based on the ticket price, repeat-visitation propensity and cost savings by being able to market to the audience directly, indicated that each unique visitor record was valued at \$12.91 to the BIA.

In addition to the cost savings and revenue boost, they realized that a digital solution could open up ROI for their sponsors and vendors.

## THE EXECUTION:

EventsPass was approached to deliver a basic iPad competition entry for the Sydney Show for both the Producer (a major prize draw) and for a key vendor (Advanced Skipper). This was successfully executed for the Sydney event with results listed below. However, for the Brisbane event just 2 months later, the BIA implemented the full EventsPass system over the top of their ticketing solution allowing for a back-to-back comparison, including the Advanced Skipper exhibitor.

The EventsPass solution involved the distribution of flyers from the box-office instructing visitors to register and to scan their flyers for other offers at participating exhibitor stands.

This is the comparative results.

## THE OUTCOME:

EventsPass was able to deliver 3-times more data for the producer and 8-times more data for the exhibitor using the full system compared with the basic iPad execution.



# THE SYDNEY EXECUTION

## BENCHMARKING – THE SYDNEY INTERNATIONAL BOAT SHOW

For the Sydney event, it was determined that data capture be undertaken using traditional methodologies – a simple registration form on a bank of iPads prompting visitors to register in order to enter a prize draw for the BIA, with Vendors capturing data independently.

### PRODUCER REGISTRATION ACTIVITY



NUMBER OF IPADS: 12

BOOTH LOCATION: AT EXHIBITION HALL ENTRY POINTS (2)

INCENTIVE: HOBIE KAYAK VALUED AT \$1,685

RESULTS: 11.6% OF VISITORS REGISTERED

### VENDOR DATA CAPTURE ACTIVITY



NUMBER OF IPADS: 8

BOOTH SIZE/LOCATION: 100FT / NEAR ENTRY

INCENTIVE: STACER PROLINE 359 BOATING PACKAGE VALUED AT \$7,480

RESULTS: 1.3% OF VISITORS REGISTERED



EVENTSPASS  
YOUR EVENT STARTS HERE



# THE BRISBANE EXECUTION

**WIN!**  
A Hobie Quest 13 valued at \$1,675 + more great prizes from participating exhibitors!

LUCKY CODE:  
**A2EAFFD5**

Simply enter your contact details and your lucky code at the iPad kiosks on the concourse to enter the draw. \*Terms and conditions apply.

**PLUS**  
Hold onto your wester and scan it at any of the following participating Exhibitor stands for these great prizes and offers:

WIN a Stacer Proline 359 boating package valued at \$7,480 at the Advanced Skipper Stand (Stand #212)

WIN a Mercury Inboard 270 Dinghy and Mercury 3.3hp Outboard Engine valued at \$2,800 at the Brisbane Marine Stand (Stand #423)

WIN a Rugged 70 Liter Eski fully stocked for your next day out on the water from the Marriott Vacation Club (Stand #405)

Register to attend an invitation only, no-water Haines Hunter best event at Bay City Marine (Stand #284)

Want to catch more fish? See the team at Farou Australia (Stand #489)

See the range of Hobie Kayaks, SUP's, sailboats and world first Hobie Eclipse Stand-up pedalboards and discuss a Boat Show deal! (Stand #211)

PRESENTED BY: BIA

[www.brisbaneboatshow.com.au](http://www.brisbaneboatshow.com.au)

## THE EVENTSPASS DIFFERENCE – THE BRISBANE BOAT SHOW

For the Brisbane event, it was determined that the EventsPass system be deployed in full data-capture mode including the distribution of a coded flyer through the Box Office, registration through a bank of iPads for the Producer, and use of the integrated Vendor Lead Generation App.

### PRODUCER REGISTRATION ACTIVITY



NUMBER OF IPADS: 8

BOOTH LOCATION: AT EXHIBITION HALL ENTRY POINTS (2)

INCENTIVE: HOBIE KAYAK VALUED AT \$1,685

RESULTS: 36% OF VISITORS REGISTERED

### VENDOR DATA CAPTURE ACTIVITY



NUMBER OF IPADS: 6

BOOTH SIZE/LOCATION: 20FT / NEAR ENTRY

INCENTIVE: STACER PROLINE 359 BOATING PACKAGE VALUED AT \$7,480

RESULTS: 10.3% OF VISITORS REGISTERED



EVENTSPASS  
YOUR EVENT STARTS HERE

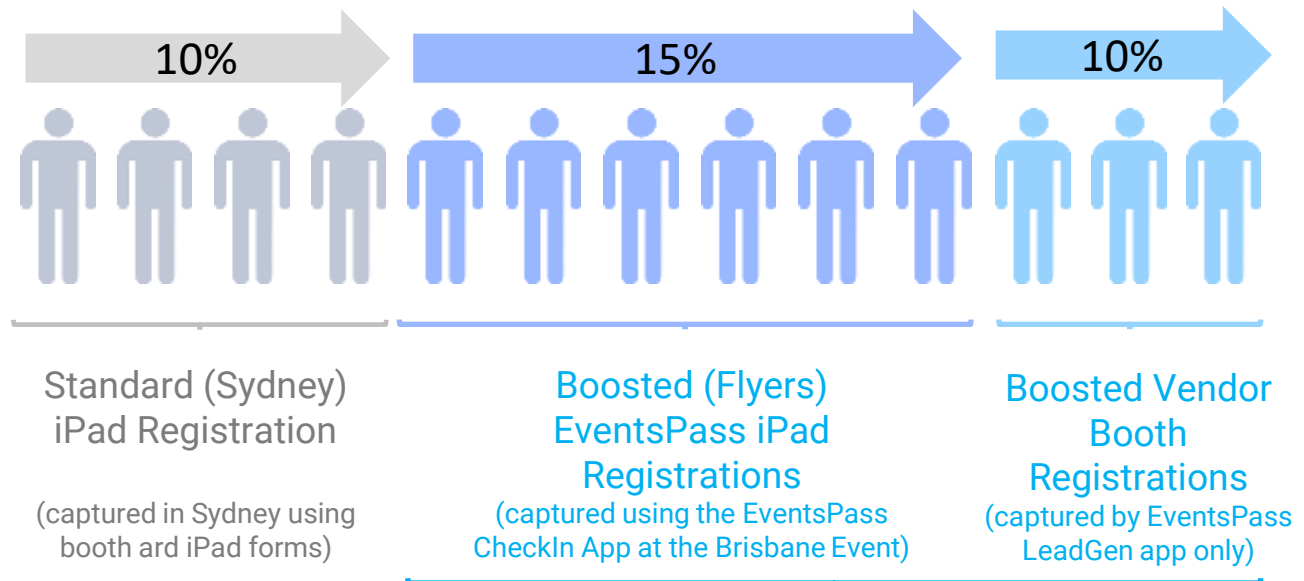


# COMPARING RESULTS: PRODUCER ROI

## EVENTSPASS RESULTS- THE BRISBANE BOAT SHOW

The key difference between the Sydney and Brisbane events was the use of the integrated Vendor and Visitor data capture capability of EventsPass. Flyers (see below left) were created and distributed from the Box Office that included the unique EventsPass QR code that could be scanned throughout the Show at both the organizer registration point, and at participating vendor booths.

The results speak for themselves, with the producer capturing 36% of the audience which was more than 3-times as much as the Sydney event.



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



**EVENTSPASS**  
YOUR EVENT STARTS HERE

# COMPARING RESULTS: VENDOR ROI

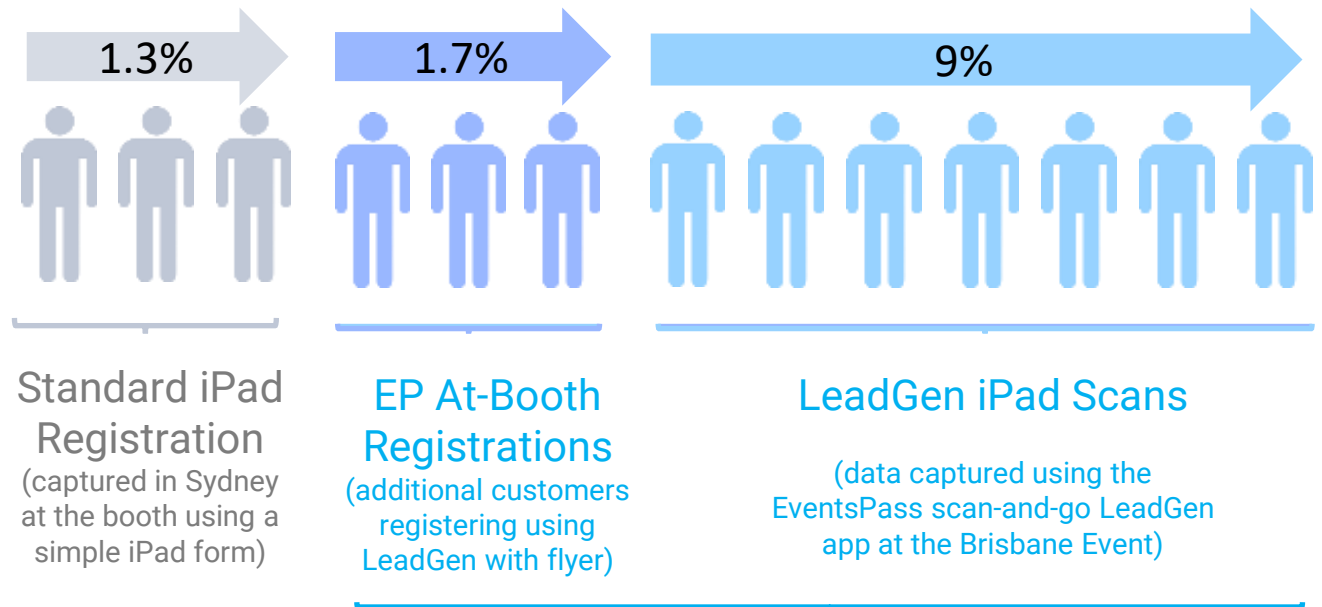
PLEASE NOTE:

PERCENTAGES REPRESENT THE PROPORTION OF THE TOTAL VISITOR ATTENDANCE THAT REGISTERED WITH THIS EXHIBITOR BOOTH AT THE CONSUMER EXHIBITION (N=12,000)

## EVENTSPASS EXECUTION – THE BRISBANE BOAT SHOW

From the vendor perspective, there were a number of advantages to using the EventPass LeadGen system. In addition to allowing customers to register on their booths directly, the integrated nature of the system means that a visitor need only register once, then simply scan their ticket/flyer around the event to enter other prize draws/become leads. This becomes learned behavior and makes the whole process faster and simpler for visitors, increasing the participation rates and efficiency of sales people in generating leads.

Again, the results speak for themselves with the same Vendor generating more than 8-times the number of leads (proportionally)



**EVENTSPASS CAPTURED MORE THAN 8 TIMES AS MANY REGISTRATIONS FOR THE VENDOR AT THE BRISBANE EVENT!**



# WHAT OUR CUSTOMERS SAY ABOUT US

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

## PRODUCERS:

*...Having inherited the Brisbane Boat Show as part of a national amalgamation program, The Boating Industry Association faced a challenge in that it did not have access to local consumers for the purposes of direct marketing and research.*

*EventsPass provided a simple and cost-effective solution. The Data Capture Platform enabled our organisation to retain 36% of unique contacts. This equated to was three times the result of our efforts at the Sydney show where an alternative platform was used.*

*We recommend EventsPass as an excellent...product.*

*Yours sincerely,*

*Domenic Genua*

*National Manager – Member Events and Marketing*

## VENDORS:

*...Marriott Vacation Club used [EventsPass LeadGen] as a last-minute solution to having visitors write manual ticketing leads. We were introduced to Stewart and the team at the 2018 Brisbane Boat Show and within ½ hour had the app. downloaded on our smart phones and iPads and commenced scanning guests' codes immediately – so simple and we were very grateful for the solution.*

*For visitors that did not pre-register we were also able to register them immediately and not miss the opportunity to get another lead. Our report showed that 15% of our visitors registered on the app at our booth.*

*The leads were available immediately and showing some of our best results managed to capture 12.4% of the visitor market.*

*Our ROI hit an unexpected high and remains one of our more successful events.*

*Sincerely,*

*Tara Brown – Marketing Manager, Australia*

*Marriott Vacation Club International*



**EVENTSPASS**  
YOUR EVENT STARTS HERE



# THANK YOU

FOR MORE INFORMATION OR A  
DEMONSTRATION OF THE PLATFORM,  
PLEASE CONTACT STEWART BUCHANAN  
+61 413312164 OR EMAIL  
STEWART@EVENTSPASS.COM



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YOUR EVENT STARTS HERE