

A trade show booth for LG Signature Kitchen Appliances. The booth features a large, stylized white 'P' logo on the left. In the background, a white wall displays the text 'WIN LG SIGNATURE KITCHEN APPLIANCES VALUED AT UP TO \$15,000' and 'ENTER HERE' with the LG logo. Several people are gathered around the booth, some looking at products on display.

# **CASE STUDY : TRADE SHOW AND CONFERENCE: AUSPACK GOES GREEN IN 2019**

# 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.

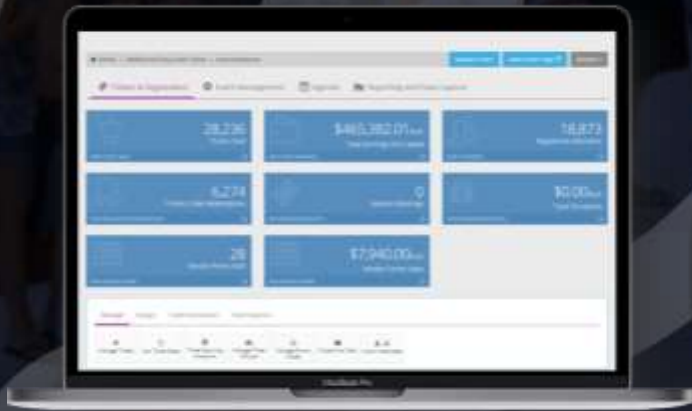
From event marketing, ticketing and registration, driving leads and sales for exhibitors, and post-show re-marketing, the Trade Event industry has relied on data capture to generate its ROI for a very long time...now we think it's time to bring that capability to the Consumer Exhibitions space as well.

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.

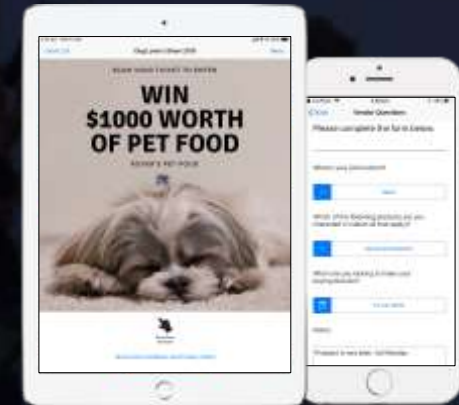


## EVENTSPASS CHECKIN

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 AUSPACK Conference & Trade Show is Australia's largest Packaging Machinery Expo, held biennially in Melbourne and Sydney. In 2019, it attracted over 300 Exhibitors 11,500 Delegates, Attendees and Exhibitor staff, and it took up all 13 halls and 420,000 square feet of Exhibition space at the Melbourne Convention & Exhibition Centre.

## THE PROBLEM / OPPORTUNITY:

The theme of the Conference & Expo in 2019 was sustainability, so the event Producers were looking for innovative methodologies to reduce the environmental footprint of the event, whilst exceeding the high expectations of the event Delegates, Attendees & Exhibitors.

The system had to minimize input materials wherever possible, minimize waste by using recyclable materials, and minimize energy consumption across the event, whilst delivering a high-quality customer experience for Delegates and Exhibitors.

## THE EXECUTION:

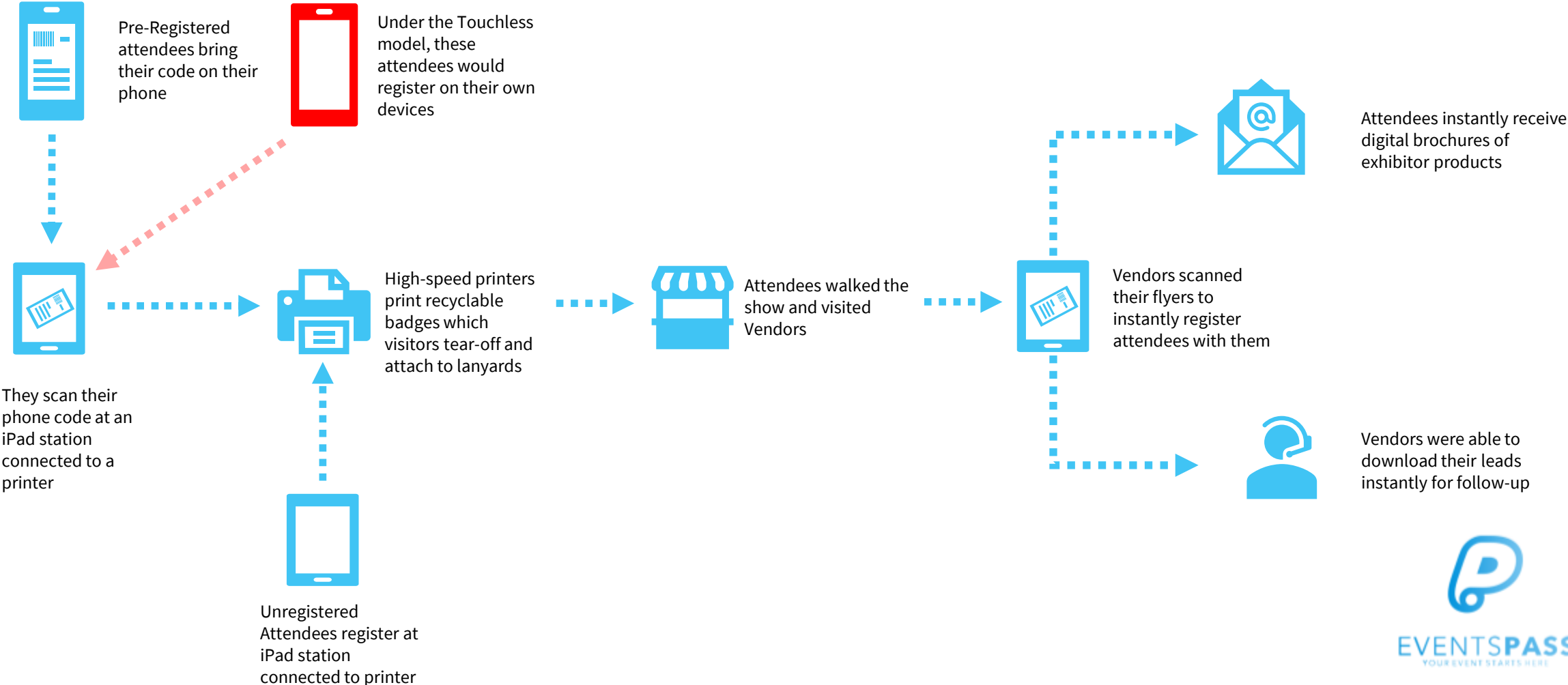
EventsPass were able to implement their 1-pass registration technology allowing access to all Options and Events through a single, recyclable paper badge attached to a re-usable lanyard, printed by low-energy hardware. The exhibitors were able to distribute their marketing material digitally by scanning the Attendee badges, minimizing print across the event, and they were able to use their own phones and iPads to do so, further minimizing energy consumption and hardware footprint.

## THE OUTCOME:

EventsPass was able to deliver a seamless and effective experience for the Delegates, Attendees and Vendors from the event whilst minimizing the environmental impact for the Producer.

# THE ONSITE EXECUTION

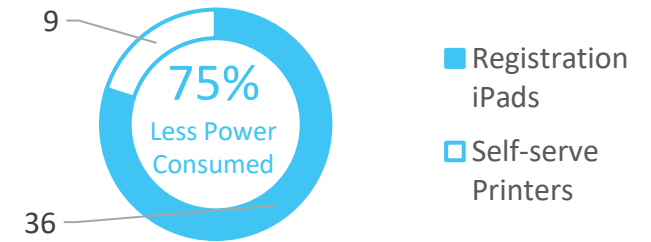
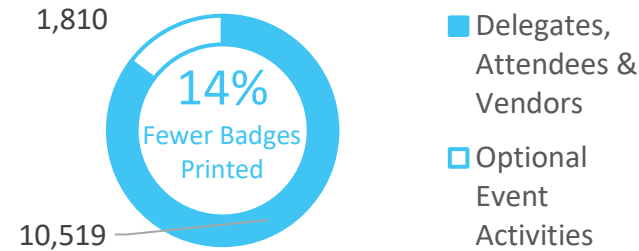
*“EventsPass was able to deliver a seamless and effective experience for the Delegates, Attendees and Vendors from the event whilst minimizing the environmental impact for the Producer”*



# THE RESULTS AND ENVIRO-IMPACT OF EVENTSPAS

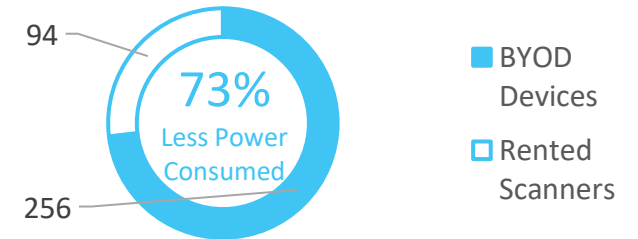
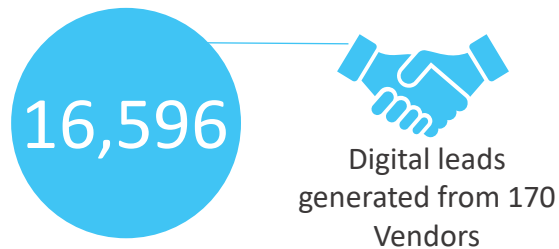
5 DAYS, 26 CONFERENCE SESSIONS, 5 NETWORKING EVENTS, AND 1 INDUSTRY AWARDS NIGHT.

By implementing the 1-Pass system from EventsPass whereby all ticket options such as networking sessions & awards dinner seats, were integrated into a single badge for each visitor, we were able to reduce badge printing.



By utilising lower energy iPads instead of Laptop Computers with Scanners, and by implementing kiosk-stations with 4 iPads wirelessly connected to a single printer, EventsPass was able to significantly reduce power consumption at the Registration point (based on average Laptop v. iPad consumption in Watts, and printer specs).

By utilising the EventsPass LeadGen application, with real-time CRM integration and email triggering, Vendors from the Show were able to digitally deliver brochures instantly.



By allowing Vendors to use their own mobile devices to scan Attendees, they were able to utilise a single device for multiple purposes significantly reducing the amount of power consumed for the purpose of Lead-Generation



# THANK YOU

FOR MORE INFORMATION OR A  
DEMONSTRATION OF THE PLATFORM,  
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**EVENTSPASS**  
YOUR EVENT STARTS HERE