

**UFI OPERATIONS AWARD
BEST INNOVATIVE WEB-BASED APPLICATIONS FOR EXHIBITORS
EVENIUM BUSINESS**

Why Evenium Business?

Visitors by the thousands, exhibitors by the hundreds, a full set of conferences and workshops... For any exhibition, abundance is the synonym of success.

Exhibitions are an extraordinary feat: they bring together a massive amount of people with projects and solutions, in the same place, at the same time.

However, exhibitions last for a short time... they are dense... and large... Abundance can also bring about confusion.

How can exhibitors be sure to find and connect with the right people; without missing out on any prospects?

How can exhibitors single themselves out, raise their visibility, measure and optimize their Return on Investment?

How can the organizer guarantee his visitors that they will find the answer they were looking for, effortlessly and without extensive preparation?

Evenium's expertise as a web service provider for professional events gave us the ideas and tools to open new opportunities for the exhibition industry.

Our mission has always been to revolutionize event organizer's lives and make professional events more efficient and profitable, thanks to specific online tools.

The core competencies we developed this last decade for well-known corporate leaders have been combined to build this unique innovative service for international trade fairs.

Organizers used to sell only square meters. Now they can sell time.

Our achievements:

- Connecting exhibitors and visitors in real-time, according to their profiles and objectives;
- Redefining the exhibition business standards in terms of efficiency

Evenium Business in action...

Before the exhibition

Visitors pre-register online, on a specific website.

In a few clicks, they fill in their profile, their interests and the objectives of their visit: finding a provider for a project, a technological partnership, funding, employment... whatever they are looking for.

The form categorizes visitors according to the exhibitors objectives.

At the end of this form, only if they want to, visitors give their mobile number in order to be guided by SMS through the exhibition. They set the amount of messages they are willing to receive every hour. These messages will be sent only while the visitor is in the showroom.

Our experience shows that more than 40% of visitors adopt this solution.

As for the exhibitors, they define the profiles of the visitors they want to bring to their stand. They plan activities, conferences, demos, and write down their SMS campaigns.

During the exhibition

From their check-in at the reception until their exit, visitors are informed by SMS about events corresponding to their profiles and planned within the following half-hour. Visitors are guided toward the conferences or the stands they are interested in. The messages act as a guide - the visitor is free to follow the suggestions.

Exhibitors access a dedicated web-based interface during the exhibition, which displays real-time statistics, in particular, the amount of visitors corresponding to their criteria currently in the showroom. They can send text messages at the appropriate moments and plan animations to maximize their exposure to the most promising prospects. In a few clicks, they can advertise for their conferences, demos or meetings with experts.

On the stand, exhibitors can scan the visitors' badges: doing so, their web-based interface gives an assessment of the efficiency and relevance of their SMS campaigns. This enables them to adjust those campaigns accordingly.

After the exhibition

Visitors scanned at the stand will automatically receive documents and videos uploaded by the exhibitor. The visitor easily shares information relevant to his social or professional networks, making him an ambassador of the exhibitor.

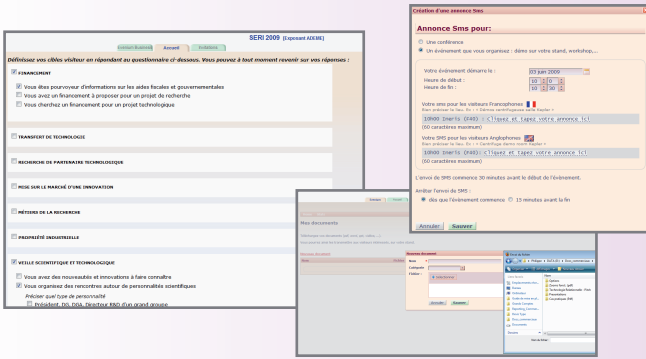
Lastly, the analysis of the visitor's route throughout the exhibition enables us to draw up a "Business Profile". Exhibitors then benefit from a highly qualified file, for optimal follow up of premium leads.

EVENIUM BUSINESS - PROCESS

BEFORE THE EXHIBITION

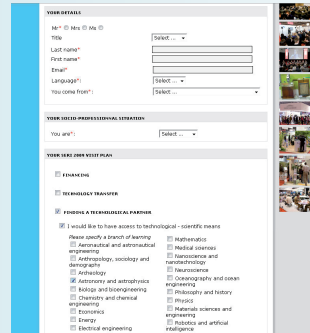
Exhibitors

- define their visitors' **target profile**
- upload documents on their web-based platform
- **plan** their events, conferences and demos
- write their **SMS messages**



Visitors

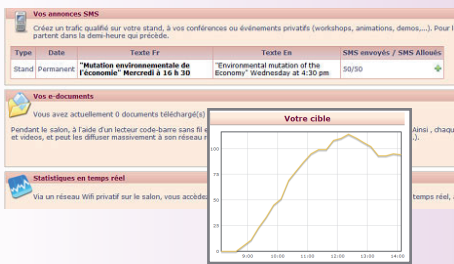
- pre-register online
- fill in their **profile, interests and visit objectives**
- choose if they want to be guided by SMS and set the reception frequency



DURING THE EXHIBITION

Exhibitors

- follow up the **statistics in real time**, (amount of present visitors in their target)
- launch their **SMS campaign** according to the presence statistics and their events



- **collect information** about high potential visitors who came on their booth

Visitors

- Reception desk: get their badge and personal agenda
- **receive SMS** corresponding to their expectations and profile



- scan their badge (on the booth / conference) in order to receive all **relevant information**

AFTER THE EXHIBITION

Exhibitors

- send e-documents and videos
- measure their **ROI**
- obtain a **Business Profiling** of visitors, highly qualified file to optimize their participation through a long time



Visitors

- receive **e-documents and videos** corresponding to their **individual visit**
- easily **broadcast** information to their network
- ask for a personalized **meeting** post-exhibition

Evenium Business results

Evenium Business brings a brand new dimension to exhibitions, increasing manifold their commercial potential.

Visitors benefit from exhibitions tailor-made for them: they are guided by text messages towards the stands and animations which correspond to their expectations; their schedule is optimized to suit their needs.

Exhibitors can be sure to rally a flow of qualified, high potential prospects. A flow channeled to their stands, conferences or demos. They can directly measure return on investment.

To sum it up, Evenium Business guarantees a direct and personalized relationship between exhibitors and visitors; increasing the number of efficient contacts and deals on the exhibition. It's a long term guarantee of satisfaction for every player of the exhibition.

Evenium Business has been experienced and evaluated during the European Research and Innovation Exhibition (SERI), from the 3rd to the 5th of June 2009.

8.000sqm area, 252 exhibitors, 17253 visitors... an average of 4-5 text messages per registered visitor was sent and provided exhibitors with new prospects, individually guiding thousands of visitors throughout the exhibition.

A few testimonials from visitors and exhibitors ([video on www.evenium.com](http://www.evenium.com) by June 19th):

“This allows me to gain a lot of time and to choose the event which suits me best and to go straight to it without getting lost in the flow of events.”

“I thought it was something quite natural and I had the weakness to believe that it already existed because it is so practical - often good ideas stem from a something simple which needs to be put to work.”

“It makes an exhibition more efficient.”

“It was useful, we discovered this platform throughout this exhibition, we organized a demo on coated glass. Thanks to the use of this text messaging platform we had significantly more users than predicted. So much so that we had planned to make one demonstration and ended up making two.”

“Our conference worked well and this text messaging platform has much to do with its success. It considerably raised our efficiency throughout this showroom.”

For online evaluation:

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