

AllianceTech

Intelligent EVENTS

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FOR IMMEDIATE RELEASE

ACC.11 to offer RFID-based exhibitor traffic analysis at 2011 event

Austin, TX (January 7, 2011) - The American College of Cardiology (ACC) and Alliance Tech have entered into a partnership to offer booth traffic reporting and analysis for ACC.11 exhibitors at the 60th Annual Scientific Session & Expo to be held April 2–5, 2011 (Exhibits: April 3–5), in New Orleans.

“The American College of Cardiology is excited to be incorporating RFID technology, as it will provide us with an opportunity to better understand the needs and preferences of our attendees and will offer our exhibitors the ability to increase the value of their participation in our event,” says Susan Kryz, Senior Director of Expositions for ACC.

Alliance Tech's Intelligent EXHIBITOR offers exhibitors the opportunity to increase their ROI and revenue opportunities by providing them with the ability to capture booth visitor traffic in real-time. The solution will supply ACC and its exhibitors with the ability to understand attendee interests and product preferences through accurate, web-based reporting & analytics. The initial offering will allow exhibitors to capture visitors and traffic pattern data by meaningful demographics such as job function, geography and organization.

With this innovative solution, exhibitors are able to increase their return on investment by gaining valuable insight that would be otherwise unattainable or cumbersome to collect. “Our reporting engine provides exhibitors the ability to analyze visitor traffic in booths with product area drilldowns to derive a more accurate score of a visitor’s buying potential,” says Art Borrego, CEO, Alliance Tech.

ACC.11 exhibitors interested in learning more about this offering can contact Kevin Christensen at 512.320.5779 or via email at kchristensen@alliancetek.com. A webinar is scheduled for Tuesday, January 18th, 2011 for all exhibitors who are interested in learning more about the value this solution can provide. Please visit this [link](#) to register.

About ACC.11

ACC’s Annual Scientific Session & Expo and Innovation in Intervention: i2 Summit 2011, in partnership with the Cardiovascular Research Foundation, will feature cutting-edge Science, Innovation, Education, Networking and Intervention. ACC.11 is an annual meeting of the American College of Cardiology that provides a forum for the latest findings in cardiovascular science, as well as the most clinically relevant practical applications. It is one of the most highly attended and respected events in cardiovascular medicine. This year’s event will take place in New Orleans at the New Orleans Morial Convention Center.

About Alliance Tech

Alliance Tech is an event technology solutions provider focused on marketing metrics for tradeshows, conferences and events. The company was the first to offer an Intelligent Radio Frequency Identification (RFID) solution to track attendee interests and preferences at conferences. Alliance Tech has extensive experience in successfully delivering event solutions for RFID, Mobile, and Social Media. To learn more about the Alliance Tech offerings, please visit www.alliancetech.com.