

# Intelligent booth metrics

A new way to increase value and opportunities for exhibitors.



New! Mats  
with RF  
Technology

*Enterprise* Exhibitor Solutions

**AllianceTech**  
by Cvent

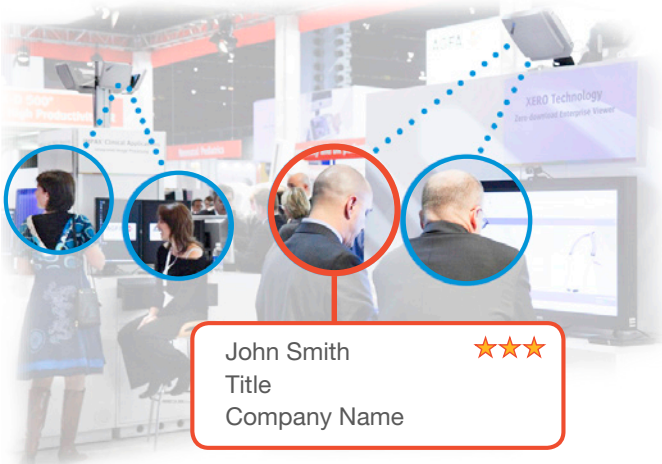


## Mats

Incorporate these *exclusive* mats, that use RF technology, in your booth to record attendance unobtrusively and easily. Great for meeting room entrances or in areas where readers are unable to be mounted.

## Readers

Never miss another opportunity! Use RF technology to understand booth visits and duration, track visits by product area and view reports by attendee demographics to identify new revenue opportunities.



## Enhanced qualification

Capture additional information about attendee behavior by strategically placing unobtrusive readers in your booth. When you are able to identify time spent at various product stations, you will uncover additional revenue opportunities.

### Features

- ▶ Increase revenue
- ▶ Understand booth visits and duration
- ▶ Track product areas
- ▶ Understand interest by demographic
- ▶ Easy booth integration
- ▶ Intelligent notification
- ▶ Visual mapping
- ▶ Real-time reporting

Alliance Tech by Cvent is an event technology solutions provider focused on business intelligence and analytics for tradeshows, conferences and events. Alliance Tech by Cvent provides enterprise solutions for registration, check-in and badging, attendance tracking, in-booth measurement, lead management, RFID and mobile.

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