



convention strategy™

expoDEMAND™

Attendee Management



RFID
Attendee
Tracking

Key Features

- Superior Performance**
 Offering over 99% accurate scanning rates with 915 MHz technology
- Non-obtrusive tracking**
 Attendees can freely walk in and out of sessions without the hassle of being stopped by room monitors
- On-site Analysis**
 Exclusive on-site monitoring and analysis through Bluetooth connection to each SmartGate
- Post-show Reporting**
 Detailed reporting provides exceptional statistics producing valuable demographic reports
- Reliable Scanning**
 All scans are stamped with date, time, SmartGate location and direction of movement

Attendee tracking with proven technology that offers exceptional benefits

The days of checking individual exhibitor or attendee badges for access control are over. Convention Strategy's ExpoDemand RFID SmartGates provide an easy way to automatically record attendance information, track seminar attendance, and monitor traffic flow on an exhibit hall floor, in real-time or historical time. These units can achieve over 99% accuracy (verified on-site) tracking attendees in both directions.

SmartGates are mobile units that can easily be moved from one location to another or be placed in different locations within the educational session or exhibition area. All scans are stamped with date, time, location and direction, then stored in memory. The data is then downloaded via Bluetooth connection to an on-site computer.

Using detailed analysis and software intelligence, Convention Strategy will output processed data to CSV and Excel file formats, and produce client ready reports in Excel and PDF file formats. Standard event data reports include summaries and graphs showing number of attendees scanned, peak attendance, average time on floor, attendance change over time, and much more.

Any automatic and non-obtrusive attendance tracking function that show organizers wish to manage can be accommodated.

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To accommodate larger doorways or hallways, multiple SmartGates can be used. All underlying data is compiled and coupled with demographic attendee data. A variety of reports can be produced to display audited session attendance including what types of attendees visited the exhibit floor as compared to their buying power and demographics.

RFID enabled sessions will provide accurate real-time or historical stamp attendance reporting. Event organizers now have the ability to monitor and record daily attendance of "2nd Day and 3rd Day Return" onto an exhibit hall floor or general session. These gathered statistics can be utilized to produce Event Data Management reports displaying attendee trends.



Entrance Span	Up to 7 feet between towers
Multiple Units	Larger openings can be accommodated using multiple units
Accuracy	99.1% typical (bi-directional), 98.5% typical (uni-directional)
Memory Capacity	500,000 (10 digit) scans stored in non-volatile memory
Indicators	Power, In (2), Out (2), Download Required (85% Full), Memory Full
Timestamp	Time, Date, Location and Direction for every scan
Tag Details	915 MHz; UHF Class 1 Gen 2 Passive RFID Tag
Scan Technology	Passive Radio Frequency Identification (RFID)
Computer Interface	Bluetooth (recommended) or RS232 serial port
Color	White faces, blue top and bottom
Customization	Custom signage available for sponsorship
Size (each Tower)	58 inches high by 24 inches wide by 16 inches deep
Reports Available	In/Out; Attendance; Entries/Exits/min; Attendance/day; Auditing; more
Report File Format	CSV, Excel, PDF
Power Input	110V, <30W AC via 5 foot long AC power cord

For more information

For more information about ExpoDemand or other Convention Strategy products visit: www.ConventionStrategy.com, call (301) 656-7521 or send us an email to: sales@cstrategy.com.



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