

Case Study

Do You Know Which Areas of Your Tradeshow Attracted Attendees? Experient Can Tell You.

About Experient

Experient leads the industry as one of the best-known and most respected brands in the event management world. Its core services include providing registration, housing, event planning and management, site sourcing/contract negotiation, and lead retrieval services for association, corporate and government clients. Experient employs professionals dedicated to fulfilling its vision of perfecting the event experience to deliver leading-edge thinking, experience and technology solutions for meetings, conventions and tradeshows around the world.

Background

Choice Hotels International is one of the largest and most successful lodging franchisors in the world. Built on the foundation of the Quality Inn® brand, a pioneer in consistent mid-priced lodging, Choice Hotels® today is the worldwide franchisor of Cambria Suites®, Comfort Inn®, Comfort Suites®, Quality®, Sleep Inn®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, and Rodeway Inn® brand hotels.

Choice Hotels has an annual conference for all of the Choice affiliates. The 3-day event averages 7,000 attendees and includes educational sessions and a tradeshow with around 400 exhibitors. Choice contracted with Experient to provide tradeshow tracking and lead retrieval services for their 2008 annual event at Mandalay Bay convention center in Las Vegas.

Challenge

Show management collected attendance data at past annual conferences, but found that it provided very little information about attendee movements, attraction and preferences at the tradeshow. Choice officials came to Experient wanting to know how they could learn more about their tradeshow activity. "We sat down with Choice and asked them where they wanted to take their tradeshow and what information they lacked," said Brian Strickland, Experient account manager. "Listening closely to the Choice representatives, we found that they wanted to understand what was happening on the show floor – where attendees were going, what they were attracted to and what types of information was in demand and most popular."

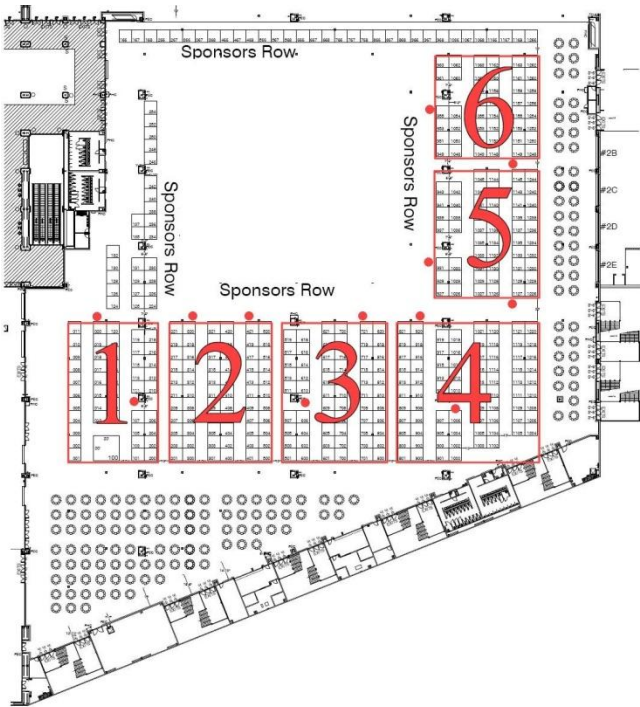
Solution

After meeting with Choice show management on a regular basis, the Experient team developed a customized LeadInsight™ RFID (radio frequency identification) solution for the event. Each attendee would wear a badge which contained a unique RFID chip allowing them to be tracked on the tradeshow floor. In traditional RFID solutions, people are only counted as they enter and exit a tradeshow. However, the Experient LeadInsight solution not only tracked attendees at the entrance using a 130 foot wide overhead RFID unit, but continued beyond the entrance to successfully track attendees onto the show floor.

The tradeshow floor was divided into six different quadrants and the Experient LeadInsight RFID badges allowed the tradeshow traffic to be tracked as they travelled in the quadrants. In each quadrant Experient placed 12 freestanding RFID kiosks which emitted a signal that bounced off the attendee badges constantly, allowing the Experient staff to track attendees when they were within the 12-foot range of the kiosks.



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Results

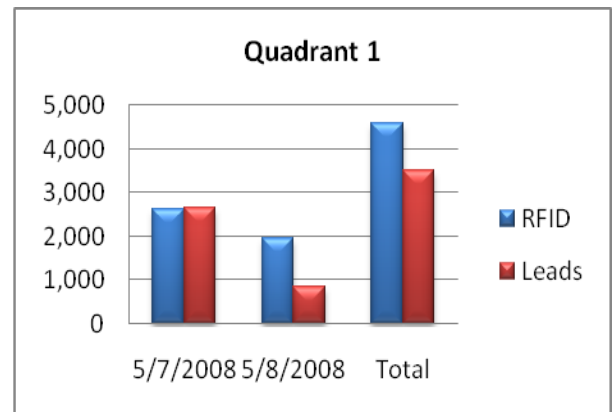
The information gathered with the Experient LeadInsight RFID system was analyzed and used to keep future tradeshows competitive, the exhibitors happy and attendees interested and excited. Traffic patterns and key information from the show floor was analyzed and sections were re-mapped. Tracking booth visitation allowed the booth sales department to attract more exhibitors of interest to Choice's franchisors.

The LeadInsight tracking reports were able to tell Choice, among other things, that the most popular quadrant of the tradeshow floor was the one furthest from the entrance. The RFID information also revealed the amount of time attendees spent in each section of the tradeshow floor and how many times they returned. Choice provided Experient lead retrieval systems to each exhibitor booth at the tradeshow, so Experient and Choice were able to see how the popularity of a section correlated to leads and purchases. All the information gathered allowed Choice to adjust booth pricing at their tradeshow, based on the popularity of the booth location and the amount of leads and sales the booth generated.

learn about their event," said Strickland. "It's very powerful to be able to tell what's happening on the tradeshow floor." Almost half the show floor was in the RFID coverage area and the data allowed Choice and Experient to make assumptions about attendee motivations and desires, based on a large sampling of attendees.

Choice plans to expand the use of the Experient LeadInsight RFID system to cover almost the entire tradeshow floor in the future. "The more equipment, the more accurate the results," said Strickland. The expanded LeadInsight RFID system will also include ID badges that allow show management to rank the value of the visitors on the tradeshow, to separate executives and managers from others, which will allow them to gather even more detailed information to help them operate the show and market to exhibitors.

"[Choice] was impressed with how much they were able to



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