

Case Study

World Market Center Las Vegas Adopts RFID and Realizes Immediate Benefits

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.

Challenge

World Market Center Las Vegas is a business-to-business buying environment for the home furnishings, gift and design industries. The Market attracts over 50,000 professionals to their event in Las Vegas twice a year (Spring and Fall Markets).

The Market's buyers go through a strict qualification process (both on-site and in advance) to protect the integrity of the show's buying rules and exhibitors' wholesale pricing structures. Only qualified professionals receive badges and are granted access to the event. Historically, on-site registration lines were long due to the complexity of qualification and the need to verify each registrant's trade status prior to issuing a badge. The Market needed a way to drastically reduce their on-site registration lines.

Due to the competitive nature of their industry, show management also needed a 100% accurate implementation of on-site attendance verification. The majority of participants enter The Market facilities during the first hour of each show day, accessing the event through dozens of entrance points. World Market Center did not want to slow the entry process of their attendees by requiring lead retrieval device swipes or scans at every entrance. Lines to enter The Market each day resulting from fewer entry points or increasing lead device/personnel costs to staff each entrance were not acceptable solutions.

Additionally, since show management invests heavily in creating valuable customer experiences, they also wanted to analyze attendance and traffic flow while measuring their ROI during their events, seminars and receptions.

Solution

Experient and World Market Center Las Vegas worked together to devise a plan that would meet all of these needs. This plan included the use of RFID (radio frequency identification) badges for all participants and tracking devices installed throughout the World Market Center Las Vegas locations, including RFID portals at every entrance.

For the first time at a World Market Center Las Vegas event, Experient pre-qualified prospective attendees and mailed RFID-enabled badges to registrants rather than requiring onsite badge pick-up and verification. As pre-registered participants arrived at The Market facility with their encoded badges, they passed through RFID-enabled areas, automatically verifying their attendance. These badges also provided valuable report data about their visit as they progressed through The Market's buildings and showrooms.



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Case Study

Results

Registrants who received their badges in the mail before coming to Las Vegas were able to immediately enter The Market, since the RFID tracking devices verified them by reading their badges as they passed through portals. Registrants loved the system as they no longer had to wait in line and could immediately begin their planned activities. Similarly, as these pre-qualified registrants no longer had to visit the registration areas, the registration lines were immediately cut to a fraction of their former length... less than a 10-minute wait during peak traffic times.

Additionally, show management gained significant amounts of data regarding attendee and exhibitor behavior from their RFID badges. For example, they were able to pinpoint with extreme accuracy the hourly traffic peaks and flows. They could see which entrances received the best usage and where they needed to create better flow to improve traffic consistency. They were able to adjust staffing costs more efficiently in both customer service and security. Show management was also able to accurately track attendance at special programs and evening receptions, allowing them to better analyze their ROI. For the first time, World Market Center Las Vegas was able to use concrete data to justify their customer satisfaction programs.

RFID also provided the client with additional reporting features and means of data analysis. For example, show management used specially designed pivot table reporting based on collected RFID data to see which types of registrants visited which areas of the exhibition. For example, World Market Center Las Vegas was able to show which areas of the buildings received the highest BUYER traffic vs. DESIGNER visits. They could determine which floors saw more GUESTS on the first day and which floors tended to see more GUESTS on the last day. They could analyze how many EXHIBITOR personnel arrived in each building on each day of set-up to better analyze their set-up and service vendor needs. Additionally, at the January Market, the client was able to use these same custom reports to select random winners from specific registration categories for \$500,000 in cash prizes.



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