

# Case Study

## Exhibitors at CONEXPO-CON/AGG use SWAP lead retrieval app to collect thousands of leads



### 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.*



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### Background

CONEXPO-CON/AGG, produced by the Association of Equipment Manufacturers (AEM), is the international gathering place for the construction industries. Held every three years, the exposition showcases the latest equipment, products, services and technologies. In 2011, nearly 120,000 industry professionals from over 150 countries attended the show, which had more than 2,400 exhibitors spanning 2.34 million net square feet of exhibit space.

### Challenge

Exhibitors had been looking for a new, more streamlined process to deal with their leads at the show. A number of their booths are well over 10,000 sq. ft. in size and have many people staffing them. Because of this, centralized lead retrieval stations were not very effective for collecting all leads.

### Solution

Working with Experient, their long-time registration and lead retrieval partner, AEM finally found the solution that addressed the exhibitors' needs for a quick, easy and efficient way to capture leads without slowing anyone down. Experient SWAP™ is the only lead capture application that offers both a native app for Android, iPhone, iPad and iPod touch and a web-based app for other data-aware smartphones.

### Results

"SWAP offers a cost-effective way for our exhibitors to engage more of their staff in the lead retrieval process as well as the opportunity to gather leads outside the booth, whether while networking, attending education or waiting in line for lunch," stated Megan Tanel, CEM, vice president exhibitions and events for AEM. "As Show Management of the largest North America-based event in the industry, we are pleased to have had this technology as part of our show offer."

At CONEXPO-CON/AGG 2011, two of the largest exhibitors, Hyundai Construction Equipment Americas and Equipment Trader Online, used the Experient SWAP lead retrieval application.

Hyundai collected more than 1,180 leads after loading SWAP onto iPads for their booth staff. Some booth staff had the app on their iPhone as well due to the portability of the iPhone over the iPad. "The SWAP app is very efficient, much better than swiping a card or scanning a bar code," said Corey Rogers, product development & sales training manager for Hyundai. "With swipe or scan, you have to go to the lead retrieval unit, which is in one place. SWAP is portable, allowing us to gather leads all over the place. By collecting leads at multiple points instead of at a single point, we eliminated bottlenecks."

Equipment Trader Online also used the Experient SWAP lead retrieval application, loaded onto both iPhones and Android phones, to collect leads at CONEXPO-CON/AGG. "The biggest thing," said Nadene Evans, marketing manager for Trader Industrial Brands, owner of [equipmenttraderonline.com](http://equipmenttraderonline.com), "was that everyone could easily capture leads. Our booth staff kept the app open on their phones so they could continuously enter leads anywhere. Even with our booth being way in the back of the show floor, we managed to capture more leads than in the past – nearly 1,000 leads. Since SWAP is extremely portable, we also captured many leads outside of our booth. We like SWAP a lot."