RFID Attendance Management
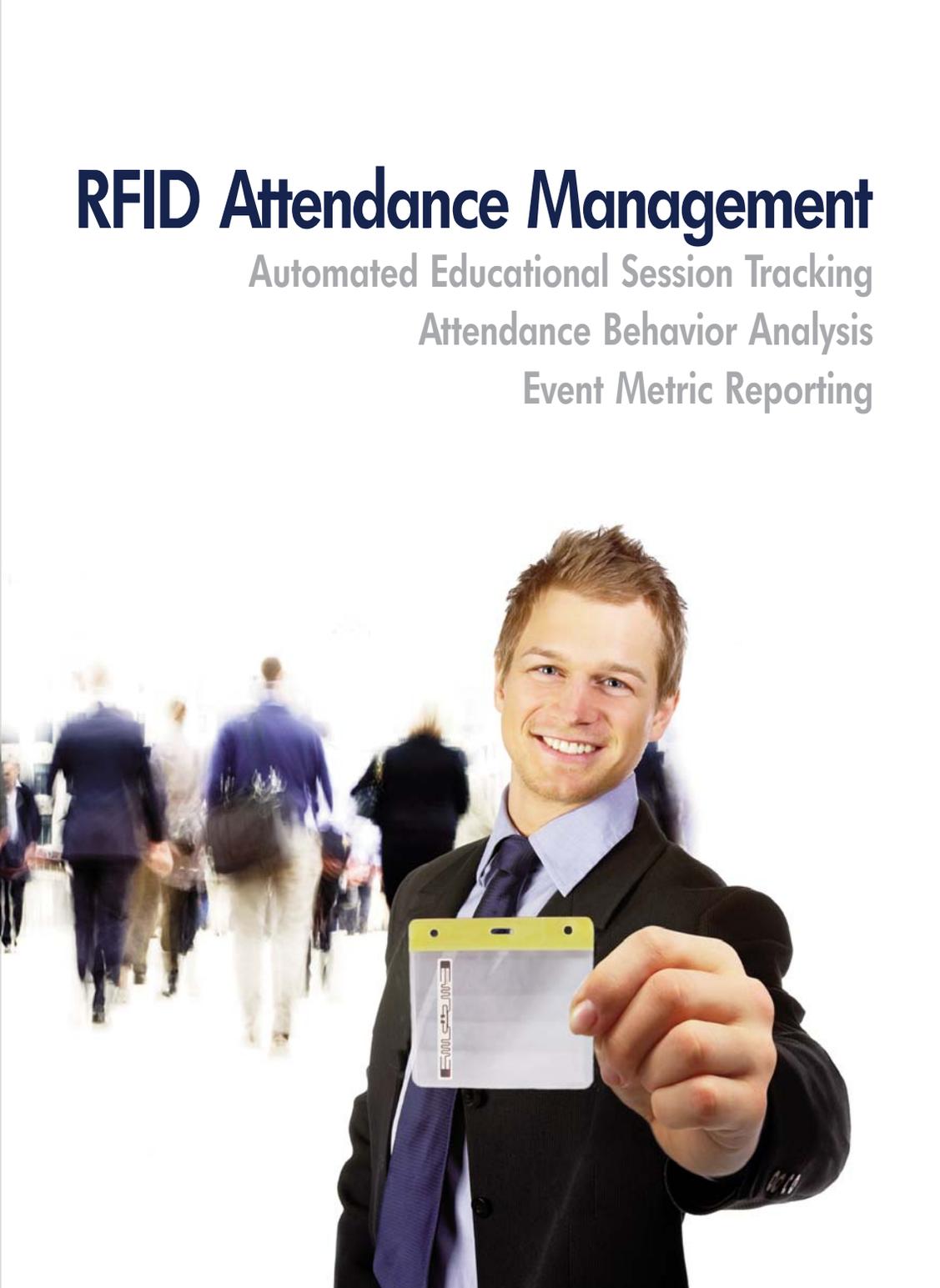
Automated Educational Session Tracking
Attendance Behavior Analysis
Event Metric Reporting

EXPERIENCE | DEFINED

ConventionStrategy

RFID *Built For Meetings.*

Convention Strategy Group

FOR

- Conferences
- Tradeshows
- Exhibit Halls
- Educational Sessions
- Sporting Events

BENEFITS
of using RFID

Eliminate lines of attendees entering sessions waiting to sign in or out

Meet NASBA and other regulatory agency auditing requirements

Better understand traffic flow on and off exhibit hall

Monitor food and beverage use to help control costs

Automate CEU/CME/CPE certification process

Provides ability to control access to rooms or events

Save time and improve attendee experience

Experience an added layer of security for both event planners and attendees

Keep track of attendee luggage and provide inventory status

Accurately measuring attendance for session tracking, behavior analysis purposes and general event trends

By using Radio Frequency Identification (RFID), events are now able to secure the **Return On Attendance (ROA)** from RFID enabled events and conferences. This powerful technology is an integral component of event measurement and provides phenomenal analysis and reporting. Convention Strategy Group's innovative attendance reporting tool is non-invasive and utilizes a proprietary software platform which provides highly accurate session attendance reporting.

Before the use of RFID, measurement of attendee trends was only capable through the merging of exhibit lead retrieval data or by manually extracting data through attendee surveys. This type of data tends to be inconsistent because both data scenarios are constructed through voluntary actions from attendees.

Registration Integration

RFID is an automatic identification method, relying on storing and retrieving data using devices called RFID tags. RFID tags can be attached to or embedded into an attendee badge. In most cases, RFID encoding can be incorporated into the registration design without modifying current processes.

Convention Strategy's **RF Express Encoder** provides a simple way to implement RFID into the registration system. If the current registration system can print a barcode then RFID can be enabled. Once an attendee badge is printed and inserted into a RFID Badge Holder, it is held up to the RF Express Encoder for 2-3 seconds. The barcode will be recognized and the embedded RFID chip will be encoded with the unique number from the barcode. There is an audible and visual confirmation on the encoder to confirm proper encoding. Express Encoders require little training to use and are portable - capable of being moved to different locations at the registration area. Convention Strategy also has the ability to provide full registration software to facilitate badge printing and RFID encoding.

RF Express Encoder

Private & Secure

During the registration process a unique attendee identification number is encoded onto the RF tag. It is recommended to embed the RF tag into the attendee badge holder during the manufacturing stage. This design discourages any tampering or modifying of the information placed onto the RF tag. RFID technology delivers a higher level of accuracy, security and privacy protection than traditional barcode attendance tracking systems.

Rewritable RFID tag

RFID SmartAttendance

Convention Strategy RFID SmartAttendance provides time tested proven options to record attendance information, track seminar attendance, and monitor general traffic flow within event environments.

SmartGate

RFID SmartGates have the ability to record which direction the attendee is walking, which is extremely important when reporting attendance. All scans are stamped with date, time, location and direction, then stored in memory. The data is downloaded onsite and automatically uploaded to a secure Internet portal for reporting purposes.

SmartTouch

RFID SmartTouch provide an easy "*Tap N' Go*" method to record attendance information and track seminar attendance at smaller more controlled session environments. The SmartTouch is a stand mounted, battery-operated unit that can easily be moved to different locations within an event venue. Multiple units can be linked via Bluetooth to handle larger sessions.

SmartZone

RFID SmartZones can help exhibitors track booth activity and measure additional revenue opportunities. SmartZones are designed to provide exhibitor's the ability to automatically analyze individual attendee booth visits. These innovative and compact units can be deployed to blend in with decorations without providing any distractions to the booth design.

SmartPoint

The **RFID SmartPoint** is ideally suited as an information request point for exhibit booths. Mount these self contained devices on a wall near marketing posters, signs or plasmas so that attendees can "*tap*" their badge to request more information. Applications for SmartPoints are limited only by the imagination.

FEATURES

- **Superior Performance**
  Offering accurate scanning rates with both short and long range solutions

- **Non-obtrusive Tracking**
  Attendees can freely walk in and out of sessions without the hassle of being stopped by room monitors

- **Onsite Analysis**
  Exclusive onsite monitoring and analysis through Bluetooth and WiFi connections

- **Post-show Reporting**
  Detailed reporting provides exceptional statistics, producing valuable demographic reports

- **Reliable Scanning**
  All scans are stamped with date, time, session location and direction of movement

Return On Investment

Live attendance data is monitored by software, through an encrypted Bluetooth connection, which shows the actual movements of attendees entering and exiting enabled rooms. All the attendance data is continuously downloaded and posted on a secure web portal. Access to **www.ExpoConsole.com** allows live monitoring of attendance data. By logging in with a unique username and password, ExpoConsole provides full event insight by showing a bird's eye view of the event. The event dashboard can be segmented by day and projects a summary of the session attendance by demographic or by hour per session. Each client license account within ExpoConsole is custom designed to the exact specifications of the particular event. The length of event, number of locations being tracked, and other types of functions can be uniquely configured within ExpoConsole for each event. Using detailed analysis and software intelligence, ExpoConsole can output processed data to produce client ready reports.

Increase Sponsorships

Each SmartGate is 58 inches high by 24 inches wide, providing ample space for exclusive sponsorship opportunities. Full color printed skins or jackets are available to enhance the visual statement of the SmartGates. These skins can offset the cost of implementing RFID by generating new sponsorship revenue. Also, the dual panel design gives show management the ability to sell sponsorships to multiple companies. Convention Strategy can handle the production of the skins or will provide instructional documentation for in-house production of the graphics.

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WHY RFID

See the benefits of using RFID after the first year. Benefits range from the ability to evaluate speakers in relation to an attendee's demographics, to recording peak exhibit hall attendee activity for future schedule modifications. Event planners will have access to valuable data that will help improve future events for attendees and exhibitors.

Accurate attendance reporting
Understand which sessions are important to the attendee or how long they visited the exhibit hall

Monitor attendee traffic patterns
Gather information on attendee interests by tracking specific locations at an event

Innovative & proven technology
Un-obtrusive and accurate as compared to traditional barcode systems

Private and secure
A unique identifying number is the only information stored on the RFID chip

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Convention Strategy Group is a full service event technology firm guided by a management team with over 35 years of experience in the meetings industry. The company is an innovative provider of measurement metric tools for meetings, conferences and events. Convention Strategy is focused on delivering integrated RFID technology to track attendee attendance.