

EMOTx.com

Digital Marketing Tool for  
Tradeshow Data Mining and  
Post-Event Digital Media

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# Introduction

EMOTx is an Integrator of wireless Active RFID, UHF, Ultra Wide Band (UWB), and Wi-Fi technology to provide unique Enterprise Visibility solutions.

We are a Michigan based small business who has aligned itself with the most advanced tracking and tracing solutions available in the market today.

Our solutions are as unique as their environments.

## Various Active RFID Platforms Served by EMOTx

- DASH7 – Very Long Range (4000m), Very Low Power, Light Data
- UHF - Intelligent Long Range Solutions (1500m)
- WiFi – Wi-Fi solutions utilizing existing wireless infrastructure. (short range yet very high data transfer (video, audio, etc.).)
- UWB – Ultra Wide Band for precise location measurement.

# Trade Show Attendee Badges

- Provide each VIP Attendee a Two-Way Badge Tag for initiating a line of communication between the guest and the product.
- Personalize Show Experience of “Paperless” Show



- **Personalized Show Experience:** using the 'Tell me More' button on the FISH tag and a personal show micro-site.
- **Immediate follow up:** requested information from exhibitors is automatically and immediately delivered to visitors micro-site
- **Paperless Show:** no need to collect and carry heavy literature (great for the environment too!)
- **At-show navigation and networking tools:** maximizes effective time spent at the show
- **Post Show Organization:** post show, visitors can access and manage all the information they requested in one easily accessible place.

**VALUE FOR THE VISITOR**  
Measurement is the byproduct of an improved experience

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# Create a Virtual Map of the Event Space

- EMOTx and FISH to “Map” the Event Space to allow for precise measurement of visitor behavior during the show.
- Allow your Guest to request information on a specific product as they pass through and spend time in each of the pre-determined “Zones”.



# Measure and Facilitate Event Performance in “Real-Time”

- **Collect Booth activity and performance information while providing a unique Networking Tool and Post Show Marketing Tool for Event Follow-up and Lead closing.**
- **Allow for precise measurement of visitor behavior during the show.**



**COLLECT CONTENT**  
Facilitate the delivery of exhibitor content

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# Automate the Networking Experience for Each Attendee

- Create a “Microsite” for each guest to receive product information and manage contacts made while in attendance.
- Allow for Post Show follow-up, reference and future networking opportunities as a “Favor” to each Guest.



The screenshot displays a mobile application interface for networking. On the left, there is a contact information section for 'Blue Sky Technology' with fields for name, phone, and email. Below this are social media links for Facebook, LinkedIn, and Twitter. A profile picture is also visible. The main area shows a grid of contact cards, each with a name, title, and company. A circular inset shows two mobile phones with signal waves, representing the networking feature. The bottom of the screen features the text 'NETWORKING Creating Communities' and '2009 - FISH MEASUREMENT SOLUTIONS'.


**Networking:** Visitors press a single button to swap contact information and share social networking profiles.

- **“My Network”:** Network exchanges are saved to the visitor micro-sites.
- **Mobile Application:** Enhance Conferences with a “FishFinder” that allows delegates to locate others with similar interests or challenges.

**NETWORKING**  
Creating Communities

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# Tradeshow Performance Measurement Post-Event Analysis

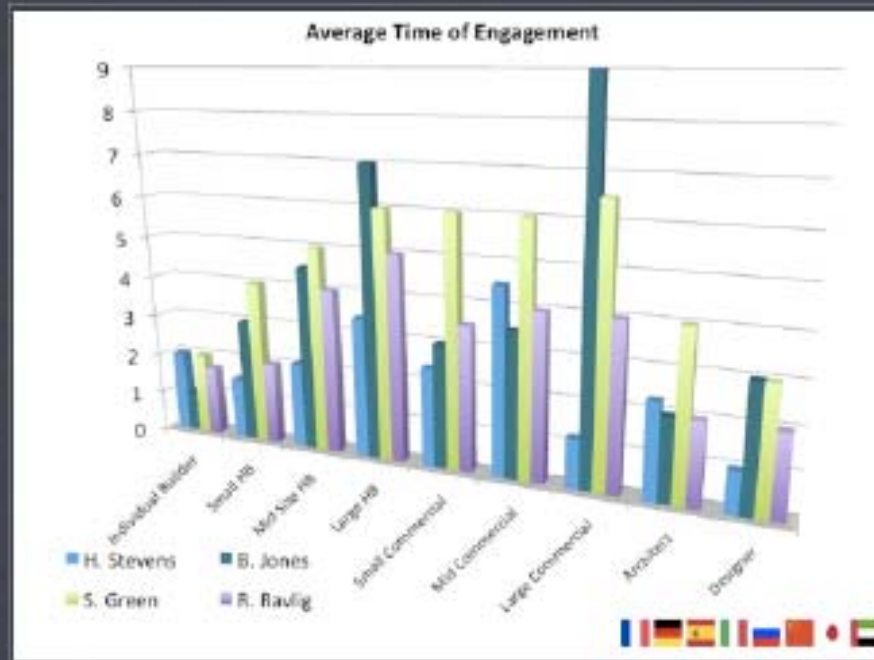


**MEASUREMENT**  
Delivering actionable information

- All Reports Accessed Through Exhibitor Microsite
- Visit Counts  
(segmented by zone and/or visitor type)
- Average Time Per Engagement  
(segmented by zone and/or visitor type)
- Aggregate Time of Engagements  
(segmented by zone and/or visitor type)
- Information Requests  
(segmented by zone and/or visitor type)
- Staff Intelligence Reports  
(segmented by zone and/or visitor type)
- Aisle Intelligence Reports  
(segmented by visitor type)

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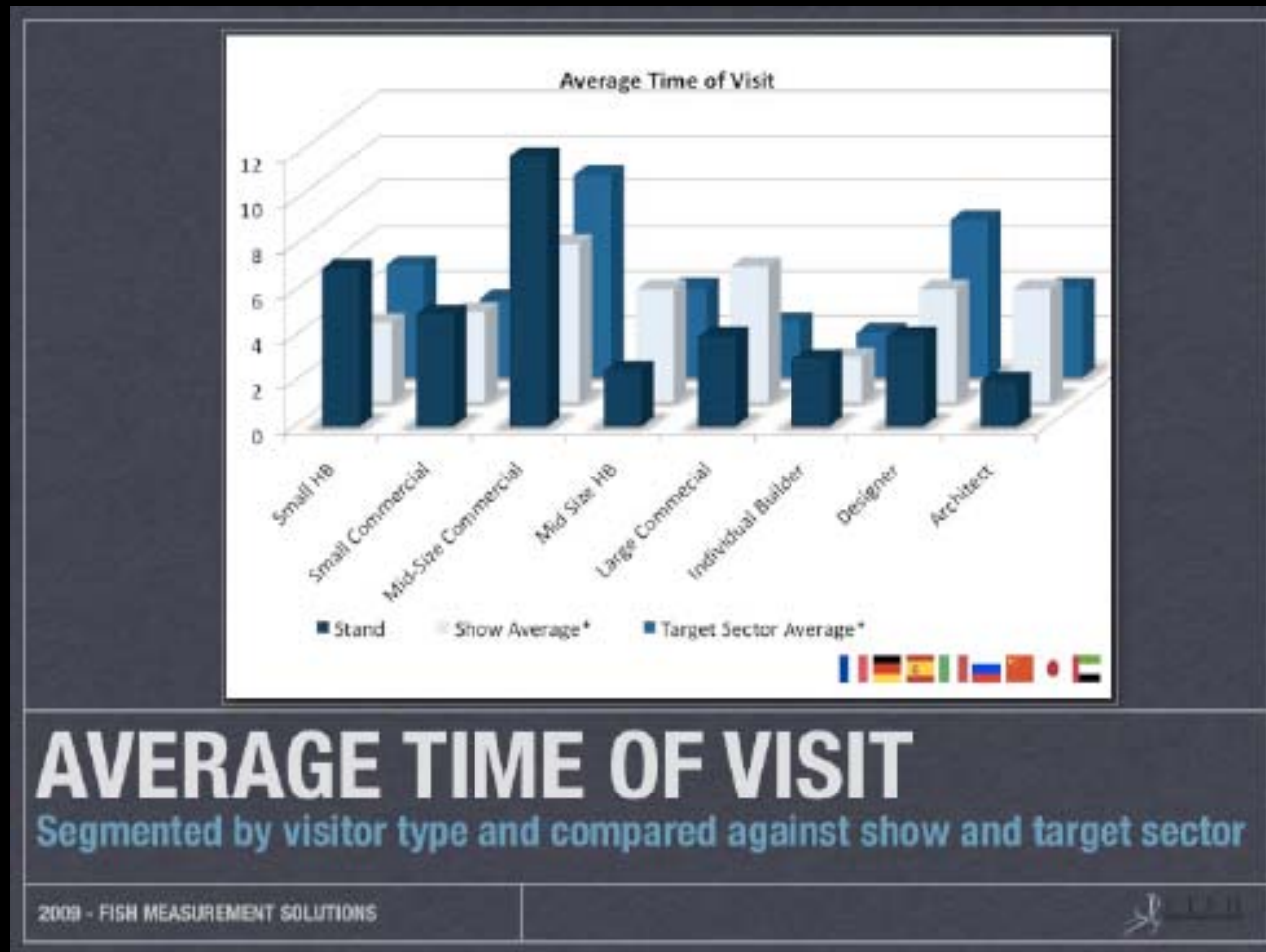
## STAFF INTELLIGENCE

Segmented by sales person visitor type

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# Tradeshow Performance Measurement Post-Event Analysis



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