



Key Features

- **Simple and Attractive**
Intelligent reader is easily placed in any area of a showroom
- **Real-time Data Delivery**
All SmartZones are connected to a secure wireless network
- **Reliable Scanning**
Reads 915 MHz RFID tags within each zone or at each showroom entrance
- **Custom Graphics**
Add customized graphics and signage to enhance visibility within most showroom environments
- **Reporting**
Using ExpoConsole exhibitors can effectively calculate attendee level of engagement by leveraging dwell times and the number of showroom visits

Showroom attendance monitoring with proven RFID technology that increases revenue

The Convention Strategy SmartZone units can help exhibitors track showroom visits by attendees and measure additional revenue opportunities. SmartZones are designed to provide exhibitors the ability to automatically analyze individual attendee showroom visits.

SmartZones can be placed near certain marketing materials, video monitors or other important areas of a showroom. An attendee is automatically recorded into memory once they enter into a particular zone. Each visit is time stamped and stored in memory. The SmartZone network of readers are consistently transmitting attendance data in real-time to be viewed within the ExpoConsole RFID Dashboard.

These innovative and compact units can be deployed to blend in without providing any distractions to the showroom design. The passive RFID tags do not contain any personal attendee information and the data is encrypted to eliminate any privacy concerns.

The valuable information that is collected by SmartZones helps qualify the sales leads and understand overall attendee showroom traffic for exhibitors. Within SmartZones exhibitors can effectively track areas of a showroom, as well as entrances and exits. Exhibitors can report which attendees were in their showroom, what areas they visited and for how long.

For more information visit www.ConventionStrategy.com or email sales@cstrategy.com or call (301) 656-7521, Ext. 210.

TO ORDER <https://orders.expodemand.com/neocon21>

Pricing & Ordering



PRICING

Standard Showroom Package -- Single zone or entrance up to 10 feet		Before Aug 1	After Aug 1	After Sept 15
Includes scanning unit, delivery, installation and reporting	1st Unit	\$ 1,399.00	\$ 1,599.00	\$ 1,799.00
Additional scanning units (10 foot coverage)	2nd + Unit	\$ 999.00	\$ 1,099.00	\$ 1,499.00
Optional -- Branding Package, 4 color custom per client design				
First unit, per client design	1st Unit	\$ 300.00	\$ 500.00	N/A
Additional units	2nd + Unit	\$ 200.00	\$ 400.00	N/A

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For More Expert Information

Convention Strategy, Inc is a full service event technology firm guided by a management team with over 40 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 since 2006.

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