



**RFID**  
**SmartZone**  
SHOWROOM  
VISITOR TRACKING

## Key Features

- **Simple and Attractive**

Intelligent reader is easily placed in any area of a showroom or at the entrance

- **Real-time Data Delivery**

All SmartZones are connected to a secure wireless network, all data is backed up locally and in the cloud

- **Reliable Scanning**

Reads 915 MHz RFID tags that are unique to each attendee, wherever a SmartZone is deployed, attendees are scanned

- **Custom Graphics**

Add custom graphics and signage to enhance the visibility within most showroom environments

- **Reporting**

Nightly reports will be provided that calculate the 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 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 the entrance, certain marketing materials, video monitors or other important areas of a showroom. Attendees are automatically recorded into memory once they enter the showroom or into a particular zone. Each visit is time stamped and stored for analysis. The SmartZone network of readers are consistently transmitting attendance data in real-time and data will be delivered nightly for each day of the event. Data provided includes contact and demographic information including attendee profession and industry.

The valuable information that is collected by SmartZones helps qualify the sales leads and understand overall attendee showroom traffic. SmartZones effectively track areas of a showroom, as well as entrances and exits. Reports show which attendees were in their showroom, what areas they visited and for how long. This, along with the demographic information, gives you a powerful tool to understand who visited your showroom and who should be followed up with first.

These innovative and compact units can be deployed to blend in without providing any distractions to the showroom design. Custom tops and wraps can be produced to match the showroom look and feel.

For more information visit [www.ConventionStrategy.com](http://www.ConventionStrategy.com) or email [sales@cstrategy.com](mailto:sales@cstrategy.com) or call (301) 656-7521, Ext. 210.

**TO ORDER** <https://orders.expodemand.com/neocon22>

# Pricing & Ordering



## PRICING

Standard Showroom Package -- Single zone or entrance up to 10 feet		Before Apr 1	After Apr 1	After June 1
Includes scanning unit, delivery, installation and reporting	1st Unit	\$ 1,499.00	\$ 1,699.00	\$ 1,899.00
Additional scanning units (10 foot coverage)	2nd + Unit	\$ 1,099.00	\$ 1,199.00	\$ 1,599.00
Optional -- Branding Package, 4 color custom per client design				
First unit, per client design	1st Unit	\$ 400.00	\$ 600.00	N/A
Additional units	2nd + Unit	\$ 300.00	\$ 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, since 2006, has been focused on delivering integrated RFID technology to track event attendance.

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