

Beacon Technology at Heart Rhythm Society 2018

Heart Rhythm Society has partnered with TurnOutNow to provide wearable beacon technology at the 2018 Scientific Sessions in Boston, MA for all meeting attendees.

As exhibitors, what do we receive from the technology?

- Dashboard display of booth metrics and lead data to include:
 - Booth performance data – visitors and leads scanned in the booth
 - Aisle performance data – how many people were in the aisle and area by time
 - Ranking of visitor potential based on exhibitor criteria
- Easy to use technology with an intuitive interface
 - Zero impact on attendee experience
 - No impact on booth design – no electrical cables, no poles, no internet wires
- Leaves the guesswork at home
 - Exhibitors can make confident decisions for future years

Tell us more about the specific data set we will receive...

- For **visitors** – meeting attendees that walked by your booth without stopping in – Country plus Demographics – Primary Occupation, Secondary Occupation, Primary Area of Practice/Specialty and Secondary Area of Practice/Specialty
- For **passive (beacon) leads** – individuals who were in or around your booth for 2 minutes or more – First, Last, Email, Phone Number, Job Title, Company, Street, Street 2, City, State, Zip, Country plus all information listed above in visitor.
- For **scanned leads** – a person that was manually scanned by your CDS Lead Retrieval App – all data in passive beacon leads, plus you will be able to reach any attendees who have opted out of beacon technology. In addition, you will be able to take notes and rate leads and interact with the data on the spot by sending emails to leads and scheduling appointments for future follow-up.

Anything else?

- **Yes! You'll receive information on our general show metrics, including:**
 - **The top 10 most attended sessions** overall, and the top 5 most attended sessions within each primary occupation and specialty.
 - **The average number of session attended**, with a breakdown of primary occupation and specialty.

What is the cost and what does that include?

- **The cost is \$3.25/square foot of exhibit.** The fee will not be imposed on any business or technical suites or spaces.
- **Included in the \$3.25/square foot is the following:**
 - Wearable beacons for every exhibitor in your booth
 - (1) Lead Retrieval Application OR \$290 OFF one (1) of these items: XPress Connect Plus (handheld), XPress Connect Elite (PC software), Event API Integration (3rd party solution), Data Conversion (Post-Show 3rd party solution).
 - Dashboard access and all data collected in your booth is yours, and can be exported at any time during and after the conference (up to 60 days post conference)
 - The following number of receivers to cover your booth will be included in your package:

Booth Size by Square Foot	# of Receivers Included
100 – 200 sq. ft.	1
201 – 500 sq. ft.	2
501 – 700 sq. ft.	3
701 – 1,500 sq. ft.	4
1,501 – 4,000 sq. ft.	6
4,001 – 5,000 sq. ft.	10
5,001 – 8,000 sq. ft.	12
8,001 – 9,000 sq. ft.	14

- **Are these costs inclusive?**
 - **You would not need to purchase anything else for the software to work. However, there are enhancements that can be purchased to help make the most of the technology.**
 - **Additional Lead Retrieval Licenses or Handheld Scanners**, ordered through Convention Data Services, the official Lead Retrieval provider for the event.
 - **Additional Receivers** for your suites, your lounges, or if you have specific stations you'd like to track, above and beyond what's covered in the space.
 - **Pinpoint Technology:** A real-time staff locator that enables exhibit managers of large, crowded spaces to find their employees within seconds. A real-time dashboard allows exhibit managers to track their employees and send them texts if they are needed.

Additional Support

- TurnoutNow **Beacon** Questions:
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- Convention Data Services **Lead Retrieval** Questions:
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Frequently Asked Questions

What are these beacons? They are a wearable device on each attendee badge read by small receivers set-up throughout the conference. They function via Bluetooth enabled technology. The wearable beacons and the receivers communicate on their own. Attendees are not tracked after show hours or outside of show locations unless permitted by HRS management.



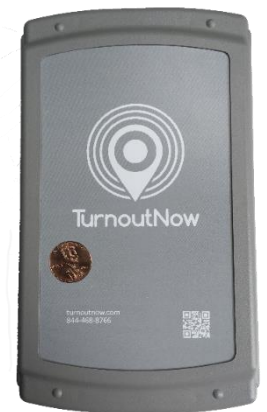
Wearable beacon

What do they look like? Photos of wearable beacons and onsite receivers are included. Wearables are about 2 inches in depth, and will adhere to the back of an attendee's badge.

What is stored in the beacon? The registration number of the individual – very similar to the way a QR code functions.

What's the accuracy? As with all technology, nothing is a 100% accurate, but, the company boasts a 95% accuracy rate, omitting any attendees that have opted out.

Will the company help us place the beacons? Yes, there will be people onsite to assist. We recommend all booths over 200 sq. ft. contact TurnoutNow to discuss placements prior to showsite.



Receiver

Will we need anything extra to set-up the receivers in our booth, such as power or labor? If you set-up your receivers in locations that can be reached by a person (i.e. not on anything that requires a ladder), then you would not need anything extra to set-up the receiver.

Should our company still buy lead retrieval services? Each company receives (1) license to a Lead Retrieval App provided by Convention Data Services. If you would like to order more than the one license for more of your staff, especially for larger booths, then order directly with Convention Data Services. See the Lead Retrieval website for full details on what you can do in the App.

How do we access the data? Through a dashboard which requires a log-in. Access to the dashboard will be sent out to the exhibits manager prior to the conference start.

Can we decide where to place the receivers in our booths? For booths under 200 sq. ft., one receiver will cover the full area of your booth, and we recommend allowing TurnoutNow to place it within your booth for optimal data collection. For booths over 200 sq. ft, we recommend that you contact the TurnoutNow team prior to arrival to discuss the placements of beacons in your booth.

Can we move the receivers onsite? No. Once the receivers are programmed to a specific location, they cannot be moved. Moving receivers onsite will compromise the data collected. Work directly with TurnoutNow and HRS if there are questions or issues onsite and do not move the receivers.