

Lead Retrieval Upgrade and Beacon Technology at Heart Rhythm 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 visitor data to include:
 - Booth and Aisle performance data – of visitors scanned in and around the booth by date and time: total and repeat visitors plus average stay-time
 - Individual demographic and contact information for all passive visitor scans
 - Hot/Warm/Cold Ranking of visitors
 - A graphic segmentation of all visitor demographic data, with the ability to drill down into the data
- 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 capture those who may not have been manually scanned and will be provided with invaluable information to improve exhibit ROI and make confident decisions for future years.

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

- For manually **scanned Leads** – an attendee that was manually scanned by your CDS Lead Retrieval App or handheld device after an individual interaction – includes All Attendee Registration information to include: First name, Last name, Email, Phone Number, Job Title, Company, Street, Street 2, City, State, Zip, Country plus Demographics – Primary Occupation, Secondary Occupation, Primary Area of Practice/Specialty and Secondary Area of Practice/Specialty. 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.
- For **passive (beacon) visitors** – individuals who were in or around your booth for 2 minutes or more – includes all the same attendee registration information (except phone number) as manually scanned leads. Will now include all demographics and contact information. **Will be provided in an online dashboard.*
- For **aisle traffic** – receive the demographic and occupation of individuals who did not stay in your booth for more than 2 minutes. *No contact information is included for aisle traffic.*

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:**
 - ✦ (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).
 - ✦ The data from beacons and lead retrieval, in a dashboard, as described above
- Dashboard access and all Lead/Visitor 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 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. *Please contact Amy Thrasher at CDS listed below*
 - ✦ **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 package. *Please contact Aimee McBride at TurnoutNow contact information listed below*
 - ✦ **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.
Please contact Aimee McBride at TurnoutNow contact information listed below

Additional Support

- TurnoutNow **Passive Visitor Beacon & Receiver** Questions:
Aimee McBride, Director Exhibitor Services
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+1 (844) 468-8766
- Convention Data Services **Lead Retrieval** Questions:
Amy Thrasher, Senior Exhibitor Services Account Manager
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Frequently Asked Questions

What are beacons? They are a small device attached to each attendee badge read by small receivers set-up throughout the conference. They function via Bluetooth Low Energy 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.



What do they look like? Photos of wearable beacons and onsite receivers are included. *Wearable beacons* are about 2 inches in height and about 1/8" thick 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 receivers? Yes, there will be people onsite to assist and will work with you to discreetly place receivers in your booth. We recommend any booth staff to contact TurnoutNow to discuss receiver placements prior to show site should you have concerns



Will we need anything extra to set-up the receivers in our booth, such as power or labor? The TurnoutNow will physically place the receivers in your booth with the assistance of the booth manager. No extra labor or services should be required if the receivers are placed according to TurnoutNow's recommendation. If the recommendations are not adhered to, HRS and TurnoutNow would not be responsible for any additional labor charges.

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 additional staff those can be ordered directly with Convention Data Services. See the Lead Retrieval form in the Exhibitor Service Kit for full details on what you can do in the App. *You must order your Lead Retrieval application to manually scan leads onsite.*

How do we access the Passive Visitor data? Through a dashboard which requires a log-in. Access to the dashboard will be sent out to the exhibit's 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 large booths, we recommend that you contact the TurnoutNow team prior to arrival to discuss the placements of beacons in your booth or any concerns you may have.

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 on your own.