



Do you want to cut the cost of event management in half?

Then stop renting barcode scanners that only generate a list. If you run an event with 200 expo booths at a cost of \$70,000+ for lead Management alone, that just doesn't work anymore.

Put that money to work by giving everyone access to the BusyEvent Event Bookmarking System. At check-in every attendee gets a BELinker, a tiny keypad that captures real-time information about session attendance, vendor booth visits, audience response and face-to-face social networking.

Each attendee gets access to the Online PURL system to learn more about the people they meet, the products they're interested in and the information from the sessions they attended.

By converting paper leads and brochures to web-available information that lives long after the event is over, your event will be known as the one that helps everyone go

GREEN!

Lead Management = ROI

Wait even 2 weeks after an event and the people you met will have a hard time remembering you. So what do you do with that list of 1,000 people who stopped in for a piece of candy and a chat?

Out of those 1,000 people which 100 downloaded your brochure or browsed your website? A paper brochure cannot tell you when it is being read - or thrown away but you can know later that day who has become qualified as a good lead and even follow up while the show is still going on.

From trees to tradeshow to trashcans - those brochures are a waste. Save thousands on printing, shipping and drayage at the show.

Session tracking, Audience Response and CEUs

Instead of volunteers at the door scanning people into a room, let them come in, get comfortable and get ready for an interactive presentation that includes them.

Take attendance, survey the audience and display the results in real time. Using BELinkers for audience response keeps people engaged, helps with CEU tracking and manages 'walkouts'.

Ditch the paper surveys, get immediate feedback and support presenters by giving them real-time feedback to improve their presentations, NOW!

Social Networking

People attend events to meet others and expand their network, but please don't ask them to sign up for another networking site.

That's why we integrated Linked In and Facebook into our tools. See who is coming, find out who you can meet and easily bookmark them to stay in touch after.

Leave your business cards and brochures at the office because everyone you meet will have easy access to your contact information... which each attendee can secure, or make publicly available.

Do what you naturally do to meet people. Skip the manual entry of business cards and get down to business.



Actual Size

Learn more about Event Bookmarking

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