



A new direction for event management

The Companion 'app' is a multi-platform mobile solution positioned at the forefront of the rapidly growing app market. It provides the perfect event participation tool for visitors and exhibitors to navigate, access event information, connect with each other and enhance their experience.

The app also enables visitors to engage with organisers, exhibitors and each other while managing their time to ensure they maximise their returns from the event.

The Opportunity

The smartphone market has exploded and is set to keep growing; it is predicted that by 2013 80% of all mobile phone users, both in the US & EU will own a smartphone. With this comes the immense use of mobile applications, or 'apps', which have advanced into the forefront of the mobile phone market.

Getjar claims that mobile applications will become "as big as the internet", peaking at an incredible 10 million apps by 2020.

60% of event visitors own smartphones, which has introduced a wealth of new opportunities that can be harnessed by event organisers. Event audiences are demanding new ways to interact with and access event information, and smartphone applications provide the solution to meet and exceed expectations.

Companion: The Solution

Companion provides a comprehensive location-based mobile application solution for any event; large or small. Our expert team will get you started on developing your own bespoke, fully-functional app quickly and easily at affordable rates; delivering exceptional value for money.

Companion is a step ahead of other event apps with its location based feature.



 companion

iPhone

 ANDROID

 BlackBerry

symbian

 Windows Phone

Functionality

Visitor Engagement:

- Use push-based announcements in real-time to create a buzz; promote new exhibitors, special offers, proximity perks, and much more.

What's on?

- Provide time-based content of exhibition activities.
- Remind visitors what is happening, when & where.
- Show a comprehensive list of exhibitor profiles.
- Organise profiles; list A-Z, by categories, filters and look-up search.

General Information:

- Create accessible maps and instructions.
- Post information about parking, exhibitor access and opening times.
- Enable visitor to locate amenities.

Networking:

- The app allows visitors, exhibitors and event organisers to communicate in real-time via the Facebook & Twitter feeds linked to the mobile app.

Unique Mapping:

- Companion features a dynamic location based floor plan for easy event navigation. The floor plan can be detailed to specify, (amongst others); car parks/transport locations, stand numbers, exhibitor names, feature areas, food & drink outlets, toilets and specific demonstration areas.

Key Benefits

Brand

- Position your brand at the forefront of an emerging app market with fully designable launch pages, menus and colour schemes; make the companion app, your app.
- Extend your brand to reach new sectors via social networking.
- Build relationships and communicate valuable messages.

Intelligence

- The app has the ability to track your visitors, in real-time, via the heat map functionality.
- Companion offers unrivalled insight into visitor behaviour by its ability to gather detailed analytics which can be viewed in real-time to influence visitors during the event, or as a market research tool for future events.
- Event and visitor intelligence is key to effective sponsorship and marketing.
- A clearly defined audience means better value for sponsors and exhibitors.

Monetisation

- Flexible sponsorship packages.
- Sponsorship formats include banners and buttons, premium listings, targeted messages, polls and networking access.
- Generate revenue by offering exhibitors the opportunity to enhance their listings. Additional features, including; product searches, web links, contact details, enhanced presence on interactive floor-plans.
- Capitalise on advertising opportunities.

'Back- Office'

- Full access to the exhibitions Content Management System (CMS).
- The CMS allows you to control the functionality, see the app develop, upload content (images, copy, links, floor plans), whilst giving you access to analytics.
- Venues can sell Premium Exhibitors their own user log-ins to access and edit their own information.

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