

## What are Touchpoints?



Touchpoints are small NFC devices that can be linked to an exhibitor's profile or product information (presentations, URLs, brochures, videos etc.), and displayed at their booths. Organisers can also use them to share event or seminar-related information, and track interest in specific topics.

## Why use Touchpoints?



Contactless & reusable



Unique & interactive visitor experience



Sustainable green solution



Cut costs on printed materials



Flexibility regardless of device



Offline usage & data synchronization

## Benefits of using Touchpoints



### Organisers

- Increase their revenue, while providing a simple and effortless way for exhibitors to collect leads
- Provide an interactive and engaging way of sharing information



### Exhibitors

- Share company and product information (media, text, URL etc.)
- Collect leads when visitors tap Touchpoints with their badge



### Visitors

- Collect company and product content by tapping Touchpoints with their Smart badge
- Get access to a timeline of their event journey based on touchpoints they collect

## How to deploy Touchpoints?

- 1 Exhibitors upload company and product information in Visit Connect
- 2 Organisers can upload event and exhibitor information in Visit Create
- 3 Organisers assign Touchpoints to company and product information
- 4 Touchpoints are deployed on the show floor
- 5 Visitors tap the Touchpoints with their Smart Badges to collect content
- 6 Visitors review the content they collected & exhibitors view the leads
- 7 Organisers review data and measure the event success

