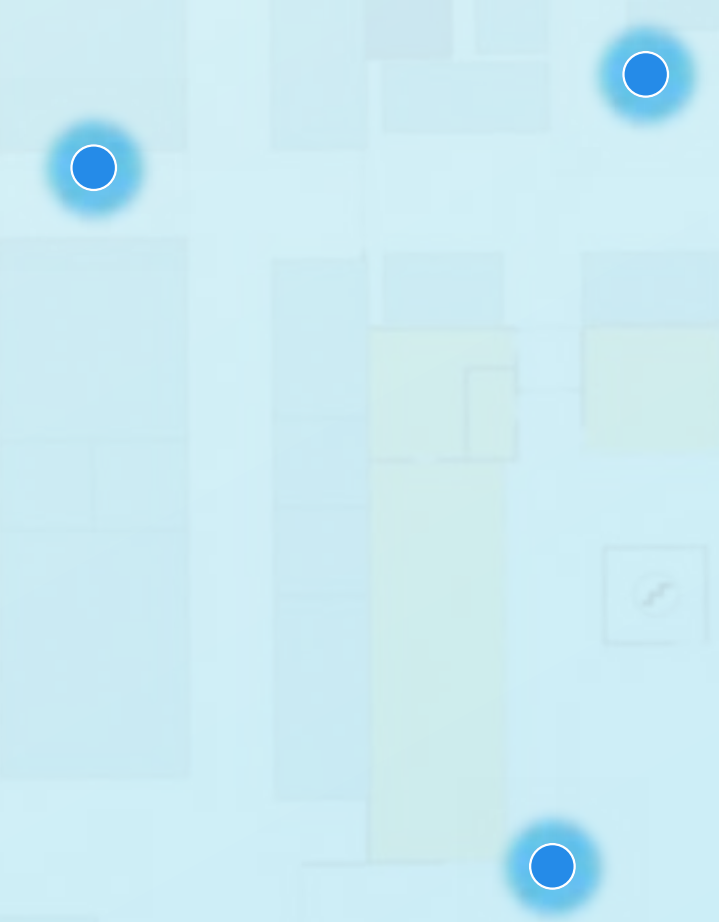




10 Ways to Use **Blue Dot** Technology and **Location-Based Messaging** at Trade Shows



Global Tech Expo!

Now



Welcome to the 2024 Global Tech Expo! Check out our welcome video for highlights and must-see booths. We're thrilled you're here to explore and connect!

1. Welcome Messages


As soon as attendees enter the trade show area, they could receive a personalized welcome message on their mobile app, perhaps with a video from the event organizer welcoming them and highlighting key features of the event. This can set a positive tone and provide immediate engagement.

OOF Now




Looking for Booth 101? Follow the highlighted path on your map for the quickest route. Tap here for step-by-step navigation!

COO Xp 1m ago



Just ahead: Don't miss the live demo at Booth 303, happening now! Discover the latest in wearable tech.

Swapcard 3m ago



Your session 'Future of AI' begins in 10 minutes at Stage 2. Tap here for the quickest route!

2. Navigation Assistance

Attendees can access a dynamic map on their event app that not only shows their real-time location within the trade show but also guides them step-by-step to booths or stages they wish to visit. This could be particularly useful for first-time visitors who need assistance finding their way around complex venue layouts.

3. Booth Highlights

When attendees are near a booth with a new product launch or a must-see demonstration, they could receive a push notification inviting them to visit. This feature can help drive foot traffic to particular exhibitors and ensure that key highlights are not missed.

4. Schedule Reminders

If an attendee has expressed interest in a certain talk or workshop, they could receive a notification about its start time when they are nearby, or suggestions for the fastest route there. This ensures that attendees can manage their time efficiently and engage with content that interests them.



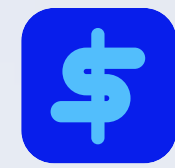
Ecolnnovate Expo

2m ago

You're near other marketing professionals! Head to the Networking Zone in Hall B for a meet-up in 5 minutes.

5. Networking Opportunities

The event app could notify attendees when someone whose interests align with theirs is nearby, facilitating introductions. It could also guide them to "networking zones" where they can meet like-minded professionals in a relaxed setting.



Balance Sheets

5m ago

The main keynote 'Innovations in Finance' starts in 15 minutes at the Grand Auditorium. Seats are filling up — head there now!

6. Real-Time Updates and Alerts

Attendees could be alerted about the status of different amenities as they move around the venue. For example, they might be advised to visit a particular restaurant while it's less crowded or receive a notification when a keynote speech is about to begin.



CS Conference

11m ago

How was the workshop 'Cloud Computing Basics'? Please give us your feedback. Tap here to rate the session.

7. Feedback Collection


Right after attending a session, attendees might receive a prompt on their app asking for feedback. This timely collection of responses helps organizers gather more accurate and actionable insights while the experience is still fresh in participants' minds.

Wellness + 2m ago




Exclusive offer just for you! Get 20% off wearable tech at Booth 550 for the next 30 minutes. Don't miss out!

Swapcard 2m ago



You've earned 50 points! Continue the scavenger hunt by visiting Booth 777 for a chance to win a premium headset.

Global Tech Expo! Now



Thank you for joining us at the 2024 Global Tech Expo! Don't forget to provide your overall feedback. Tap here for a summary of your day and to register for next year's event.

8. Special Offers and Promotions

Exhibitors could trigger location-specific offers, like discounts or gifts, which are only available when an attendee is within a certain range of the booth. This can create a sense of exclusivity and urgency, encouraging more visits.

9. Gamification

Organizers could design a virtual treasure hunt where attendees collect points or digital tokens at different locations within the venue, with prizes for those who visit the most booths or complete challenges. This can add an element of fun and competition to the event.

10. Departure Messages

As attendees exit the venue, they could receive a farewell message summarizing the key points of their visit, links to session recordings, and an invitation to provide overall feedback or register for the next event. This helps maintain engagement even after the event concludes and can enhance attendee satisfaction.