hubvents

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## Introducing Hubvents SmartTrac

Hubvents SmartTrac is a next generation touchless lead discovery and intelligence platform for Exhibitions and Trade Shows. SmartTrac's patent pending ambient intelligence technology securely tracks visitor mobility on the trade show floor in real time, and automates lead tracking.
Coupled with deep insights about every visitor (e.g., their interests, education, work experiences, etc), Hubvents enables exhibitors, organizers and sponsors to visualize lead intelligence and trade show activity like never before.

## What's wrong with existing lead retrieval systems?

Existing lead retrieval systems have technology and design limitations that adversely affect the lead nurturing process.

For example, QR or Barcode scanning systems require manual intervention by exhibit staff to scan every booth visitor's badge. Not to mention the awkward experience of chasing prospects with a QR scanner, these conventional scanning technologies fail to identify high value prospects that help you pre-qualify and convert. How much time did visitors spend at your booth? What other similar booths did they visit?

RFID lead retrieval systems are not only clunky and difficult to deploy, but also have limited capabilities. Moreover, they are expensive, making them out of budget for most show organizers and exhibitors.

## Goodbye Badge Scanner and costly RFID solutions, Hello SmartTrac

Introducing **Hubvents SmartTrac**. Based on Bluetooth LE 4.0 ®, SmartTrac is the world's first automated end to end lead discovery and intelligence platform for Exhibitions. It works like magic - every booth visit, session visit, face to face meeting or product interaction is instantly recorded and synced in the cloud, without the need for scanning or tapping or touch. And, it costs a tiny fraction of RFID based lead retrieval systems.

Our clients tell us that **SmartTrac** is the "Google Analytics" of the physical world, and we tend to agree! Your website analytics shows you which pages were viewed, which links were clicked and how much time visitors spent on a page. Isn't it time we had the same insights for physical interactions and on premise behavior for the events industry? Which booths were visited, which products did visitors handle, how much time did they spend at a booth etc. You get the idea.

# Hubvents SmartTrac - it's like Magic

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Any sufficiently advanced technology is indistinguishable from magic
*Arthur C.Clarke*

Hubvents has designed and engineered an industry first automatic lead discovery and intelligence platform. Our patent pending technologies combine ultra portable beacons with our powerful data analytics software to accurately measure visitor behaviour on the show floor.

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## Configure in a few seconds. Yes, it's that simple!

Our smart beacons clip on to your custom visitor lanyards. Bam! Your lanyards just became an arsenal of Smart Badges. Each beacon is visitor profile aware. It detects a visitor's education, work, interests, location, etc., and immediately begins ambient tracking. Want other form factors, like wristbands? Our customer excellence teams will be happy to assist you in designing customized devices and experiences for your event.

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## 100% visitor intelligence, because anything less is irrelevant

Our technology gives exhibitors and organizers intelligence about **every visitor** on the show floor and every exhibit booth visit. This is a huge difference from existing systems - for example, mobile app engagement platforms achieve only 30-40% app downloads (market research backed), and QR/Barcode scanning systems lack critical insights.

### Event Apps - low adoption, less intelligence

Event apps have been traditionally marketed to provide visitor intelligence. However, market research says that average event app adoption figures are at 30-40%. When you know only about 40% of your audience, how can it be reliable audience intelligence?

# SmartTrac for Exhibitors

SmartTrac lead discovery app takes the hassle out of lead management and enables exhibitors to do what matters the most - prospect engagement. Some of the platform capabilities:

## Proximity alerts

SmartTrac analyzes several profile and behavioral attributes of visitors to identify high value prospects, and notify you before they arrive at your booth. Moreover, connect your CRM account and get alerted when a CRM prospect is either near you or approaching your booth. Have your best staff on guard at the right time.

## Booth visit analytics

Since booth visits are automatically recorded and synced in real time with the Hubvents cloud. Drill down to granular analytics and trends:

- How much time did the VP of Company X spend in my booth?
- How many CMOs visited my booth?
- How does my exhibit's performance compare with my competitors?

## Prospect profiling

SmartTrac constantly gathers intelligence about every visitor based on their activities such as session attendance, booth visits, and audience interactions. SmartTrac technology brings together all of this data to help you gain a deeper understanding about every visitor at your exhibit.

## Automatic contact exchange

At events, networking happens not just in your stall but even at the most unlikely places. Met a great contact at the coffee booth, and had a meaningful prospecting conversation? We have you covered. Our cutting edge smart badges track face to face interactions (magic, remember?), along with the time of the meeting, location, and meeting duration. Contact details are exchanged automatically. No need for swapping (and misplacing) business cards. Again, no more awkward badge tapping, or QR scanning - everything is touchless and automatic!

## Collaborative Lead Management

Every single data point related to your booth, like booth visits, and people that your exhibit staff connected with is synced to our cloud so that your colleagues onsite at the venue and at your global offices can collaborate, take notes and follow up. Assign roles, and push your prospects to your CRM account.

# SmartTrac for Organizers

SmartTrac Audience Intelligence gives organizers insights on visitor demographics and behavioral data. Some of the platform capabilities:

### Real time Trend Analysis

Hubvents constantly gathers data about your visitors as they move around the trade show floor. Visualize trends and respond to situations that warrant intervention or remediation:

- How many Sales VPs are in attendance right now for the ongoing session in Hall B?
- How many people in the $100K-$200K annual income range visited luxury car booths in the Auto Show? What is the average time they spent in those booths?
- What was the demographic distribution of visitors to my premium stalls?

### Smart Venue Maps

Visualize visitor interactions with our interactive venue maps. Blips represent visitor movement across the show floor. Filter by profile characteristics for segmented audience views.

### End to end Audience intelligence

View granular data about every visitor based on their interactions on the show floor. Visualize macro trends based on filters that you define.

### Predictive Analytics

Our complex algorithms analyze visitor behavior data and provide predictive intelligence to make your show more successful in the future.

### Data analytics and post event reports

Our powerful audience visualization software allows organizers to generate post event reports and analyze what went right, and what didn't. Collaboratively share notes with your team and identify areas of improvement for your next event.

# SmartTrac for Visitors

SmartTrac gives every visitor a personalized dashboard for accessing complete event journey reports. The event journey dashboard lets your visitors:

- access automatically updated marketing collateral for visited booths.
- Touchless business card exchange: Our cutting edge smart badges automatically detect face to face interactions and automatically exchange business cards of exhibitor staff connections.

## Data Privacy and Security

At Hubvents, we take data security and protection of user privacy seriously. We understand that security and privacy are critically important to our clients, so we employ the highest standards of privacy protection.

Event visitors are informed about the onsite ambient tracking technology and are given the option to opt out of tracking. Upon opting out of SmartTrac the visitor's badge tag is deactivated, tracking is disabled, and the beacons immediately stop collecting data.

We utilize highly ethical practices while processing a user's personal information and we do not sell data to third-parties. We do not spam.

We rely on the leading identity management systems and processes in the industry.

Our ultra secure and reliable infrastructure protects sensitive and critical customer data. Visitors and Exhibitors can rest assured that their data is entirely secure.

# SmartTrac technology - Behind The Scenes

Curious as to how SmartTrac's ambient intelligence works? SmartTrac is based on the Bluetooth Low Energy 4.0 ® standard, and by using a combination of beacons and smart sensors, SmartTrac tracks visitor movements on the show floor.

## Traco

A Traco is a tiny visitor beacon that instantly transforms your visitor badges to smart badges. We have designed Traco to be smaller than a US quarter dollar. Each Traco uniquely identifies a visitor, and as a visitor walks around the show floor, our proximity sensor detect the beacon and instantly update the show floor intelligence on the Hubvents cloud.

## Proximity Sensor

Proximity Sensors are tiny devices that can be affixed to locations in your venue like Exhibitor booths, meeting lounge and other areas. Proximity sensors track movement of visitors at locations in real-time

# Deployment

We understand that organizer time is limited and valuable. So, to have you up and running with our technology as effortlessly as possible, we've made SmartTrac extremely quick and hassle free to deploy.

### Integrating registration data

In order to understand your event audience, SmartTrac needs to integrate with your registration information. We have tools to make the integration a breeze, with little to no organizer intervention required. We support registration integration in three ways:

- One click export - Simply export your entire registration database and send it to our support team, in Excel or CSV format. We will take care of the rest.
- Vendor API integration - If your registration vendor has APIs, Hubvents can integrate those APIs and pull visitor data as and when a new visitor registers to your event. We already have integrations with many major event registration providers like Cvent, Lanyon, EventBrite etc.
- Hubvents API - We have fully documented REST APIs that your registration vendor can use to push the registration information to Hubvents

### Traco (visitor beacon) integration with lanyards

The second step is to integrate Traco beacons with your visitor lanyards. Simply clip a Traco to the visitor badge and you are done; it just takes a few seconds. Each Traco beacon has a unique Hubvents ID printed on it. Then in just two clicks on the admin dashboard, you'll map this ID to your show visitor. SmartTrac will use this ID to store the beacon's tracking data for the appropriate visitor. Our deployment team will fully manage this step for you.

### Proximity Sensor installations at exhibitor booths

The final step is to install and configure our Proxy sensors. You may know Proxy sensors as proximity devices that every single exhibitor booth. Since booths come in various dimensions, each Proxy sensor is to be configured with a corresponding detection range relevant to the booth size. The larger the booth, the bigger the detection range (zone). Our online admin dashboard allows you to wirelessly configure every Proxy sensor. Select the sensor, define the range, and click update, you're done! Our deployment team will fully manage this step for you.

## Low on time? Let us manage your deployment

Relax, our deployment team can take care of end to end logistics - including: transporting Traco and Proxy sensors devices to your venue, integrating the Traco's with visitor lanyards and installing Proxy sensors at exhibitor booths and other strategic positions at the venue.

# FAQs

**Is SmartTrac based on NFC or RFID?**
No. It's based on Bluetooth LE 4.0 ®

**I am already using a lead retrieval system. Can I import data from my current lead retrieval system**?
Yes. You can easily export data from your current system and import it into our system

**What are the hardware components of SmartTrac?**
Traco : These are tiny beacons that clip on to every visitor badge.
Ú¦[¢ã̚ã̂Á^}•[¦ : A smart ambient activity sensor that is deployed in every booth / session hall

**How many devices do i need?**
You need as many Traco visitor beacons as there will be visitors to your show. You need as many Ú¦[¢ã̚ã̂Á^}•[¦• as there are booths and session halls that need visit analytics. Šarge booths might need more than one Ú¦[¢ã̚ã̂Á^}•[¦•. You could also deploy Ú¦[¢ã̚ã̂Á •^}•[¦• in the lobby and other networking areas.

**How much time and effort is needed for setup? What's the process?**
 We have made SmartTrac extremely quick and hassle free to deploy. It takes just three simple steps:
- Export your registration data in Excel or CSV format and send it to us
- Clip on a Traco to each visitor badge (takes just a few seconds)
- Position a Ú¦[¢ã̚ã̂Á^}•[¦ in an exhibit booth or session hall (takes less than a minute to configure)

Low on time? Contact us and we will fully manage the deployment at your show. Check our Deployment section for more details.

**Can I place Proximity Sensors anywhere in my booth? Or is there an ideal spot to place it?**
Ú¦[¢ã̚ã̂Á^}•[¦•Á^]æ̂ based on proximity technology. It uses circular proximity to identify visits to your booth. So, the best place to keep Ú¦[¢ã̚ã̂Á^}•[¦Á[˘|åÁã̂^Áã̂[[c@Áã̂|•Á ã̂}åÁ̂|}Á^&ã̃ãBÁ¦[å˘&ĉÁã̂^ĉ&ĉ^cã̂^åÁ̧ã̃ã̂È

**Does SmartTrac need Wi-Fi connectivity?**
To enable exhibitors and organizers to access real-time intelligence, SmartTrac will need Wi-Fi connectivity to sync show floor activity data to Hubvents cloud.

**So, if my venue Wi-Fi goes down, SmartTrac will stop working?**
No! Absolutely not. SmartTrac fully works in offline mode and Proximity sensors will continue to securely collect and store ambient data. Once Wi-Fi connectivity is restored, they will automatically sync the data to Hubvents cloud. However, exhibitors and organizers will be unable to access our real-time intelligence during connectivity interruption.

**What happens of my prospect turns off tracking or opts out of tracking? Do I have control? Can I turn it back on?**
No, you do not have control if your prospect turns of tracking.  Once a visitor turns off or opts out, SmartTrac will immediately stop collecting ambient intelligence from that visitor.

**Is there a limit to the number of people that can be tracked?**
No. There is no limit

**How does SmartTrac integrate with my CRM?**
Stay tuned for roadmap updates on deep integrations being developed with some of the most popular CRMs. Can it get any better than a single click experience to connect and import your CRM prospects? Meanwhile, you can still download your CRM contacts in Excel format and import it into our system.

**I am worried about my visitors privacy. How do you address Privacy and Security?**
We have built our product from the ground up keeping security and privacy in mind. We collect only show floor activity data and profile data that visitors explicitly granted access to. Visitors are given the option to opt out if they so desire. Read more in our Data Privacy and Security section.

# Contact

## Seeing is believing

Contact the Hubvents Customer Excellence Team and we will be happy to assist you with more information. Tell us about your event, and our team will get to work designing unparalleled experiences based on your requirements.

## Request Online demo

Our team will setup a call with you and walk you through our platform capabilities in an online demo.

## Request Onsite demo

Based on your level of interest, our team will setup an in-person demo at your office. We will deploy our hardware for a mock exhibition setup at your location and showcase our end to end platform capabilities.

## Contact us right now!

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