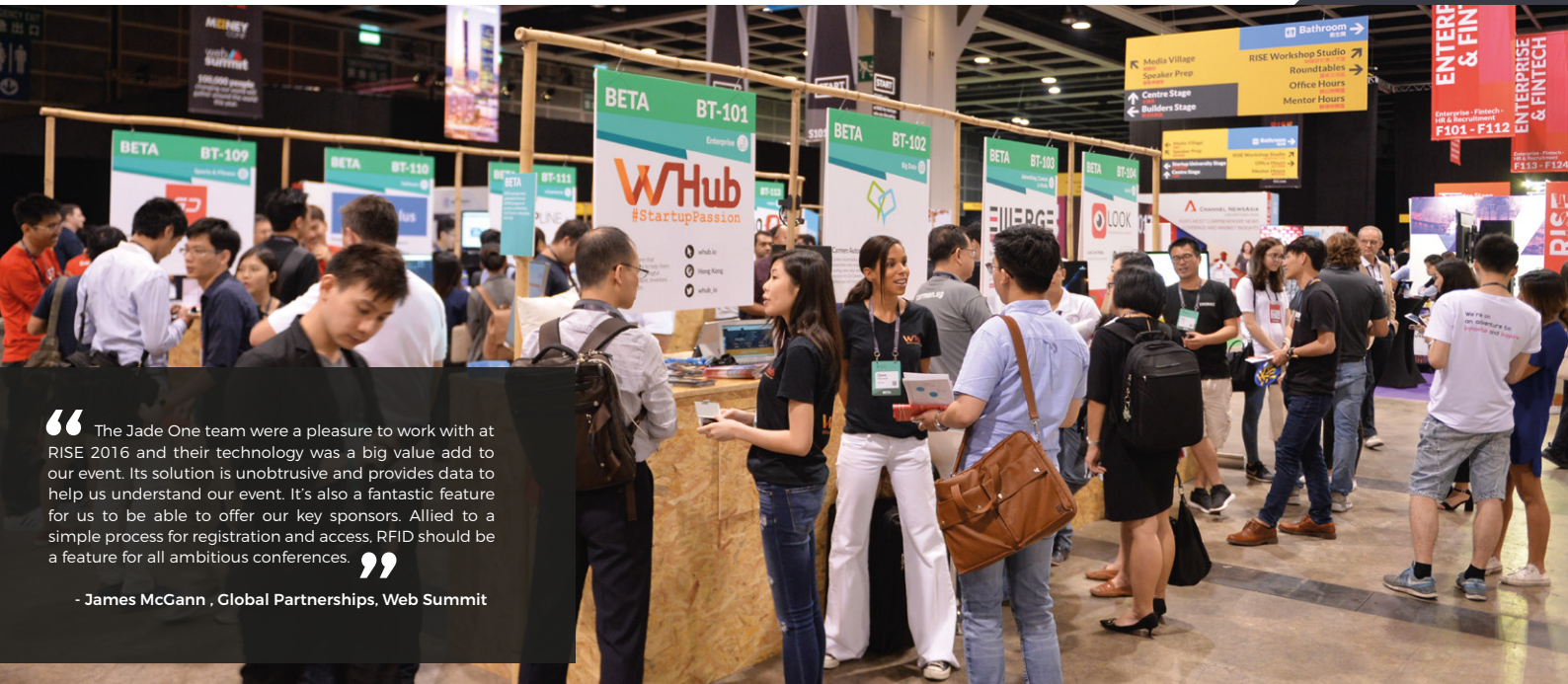


JADE ONE RFID DATA CAPTURE



“ The Jade One team were a pleasure to work with at RISE 2016 and their technology was a big value add to our event. Its solution is unobtrusive and provides data to help us understand our event. It's also a fantastic feature for us to be able to offer our key sponsors. Allied to a simple process for registration and access, RFID should be a feature for all ambitious conferences. ”

- James McCann , Global Partnerships, Web Summit

OVERVIEW

The MICE industry is hugely competitive; to prove success and build on it you need to understand the behaviour of attendees while making their experience truly seamless. The success of any MICE event is based on how many, how long and how often, but for too long measuring these metrics of success has been inefficient.

Jade One's Radio Frequency Identification (RFID) solution solves that.

RFID allows you to collect delegate data in a non-intrusive manner. Our technology integrates directly into attendee badges and is linked to registration, providing a seamless experience that provides vital and valuable data for you and your exhibitors.

Our technology platform does much more than allow entry and cashless transactions. It also monitors the movement and flow of attendees at your event. This tracking technology directly allows you to create a more effective event as you learn and react to what is and isn't successful.

THE NUMBERS

Only **38%** of exhibition managers provide attendee data to exhibitors and sponsors

19% of exhibitions are already successfully increasing revenue by providing a premium data provision option

32% of exhibition planners have already moved to a system that provides online and / or real-time reporting of attendees' behaviour

Source: Bartizan and TradeShow Week Report

“ Jade One has an informed, dedicated and diligent support team and are an absolute joy to work with. I would have no hesitation in recommending them to other event organisers; if you don't start using this type of solution soon, be prepared to get left behind. ”

- Michael Seaman
Portfolio Director, Clarion Events

KEY FEATURES

- Access control
 - Jade One supplies badges
 - Badges linked to profile
 - Smooth registration process
- Monitor traffic pattern
- Increase sponsorships
- Privacy and security
 - Customer data not stored on tag
 - Opt-in / opt-out for data collection
 - All data stored on our bank-grade secure and PCI-DSS compliant cloud platform
- Upselling opportunities
- Operational efficiency
 - Smoother processes
 - Single point of data reference
 - You concentrate on running your event; we do the rest
- Detailed reporting

QUESTIONS YOU NEED ANSWERED

- Which booths are attracting the most delegates?
- Which concession stands are most effective?
- What speakers are proving most popular?
- When do most attendees arrive and depart?
- How is attendance at off-site linked events?
- How long do they stay at your venue?

HOW DOES IT WORK? | PROCESS FLOW

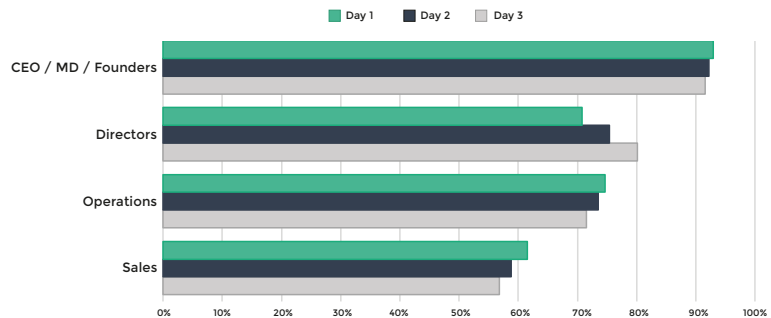


DETAILED REPORTING

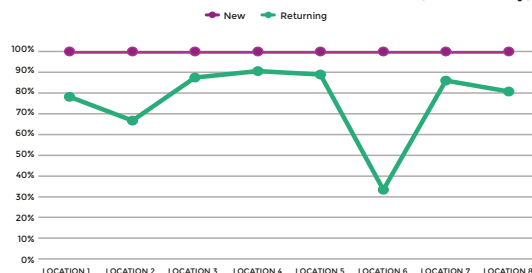
Our reporting offers a powerful tool for you to gain immediate improvements in the following:

- Reduce staffing costs
- Re-invite popular speakers
- Adapt ticket pricing
- Upsell data to exhibitors
- Target more effective exhibitors
- Improve event hall configuration

VISITORS BY TYPE AND DAY



NEW & RETURNING DELEGATES BY LOCATION (Current Day)



VISITORS BY OVERALL DAYS ATTENDED

