



Green Literature Distribution, Social Distancing and

# Exhibitor Automated Inquiry Collection

By SMS from tXpo Consumer Show Services - [tXpo.us](http://tXpo.us)

## Greens the Show

- Dramatically reduces the paper load by electronically transferring literature and documents
- Electronic documents are preferred by today's tech-savvy audience.
- No need to carry a bag filled with paper!
- No need to discard all of that paper!
- No need to SHIP all of that paper to the show!
- Files are easy to find on **tXpo** or your computer device
- Lightweight attendee movement around the show.



## Brings New Revenue

- Exhibitors optionally pay a service fee for the individual inquiries collected by **tXpo**.
- These revenues are shared with the show host, bringing new previously unrealized revenues.



## Connects Attendee & Exhibitor

- No need to take time asking attendees to fill out forms
- When attendees text a booth code, their contact info is captured
- Attendees are optionally prompted to also provide their name and email
- Exhibitors acquire these inquiry details on the exhibitor portal

## Facilitates Social Distancing

- Even when the virus scare is over, Social Distancing will remain in the minds and practice of many people for some time to come
- tXpo facilitates social distancing by allowing Exhibitor literature to be gathered digitally, and "at a distance."
- tXpo facilitates an electronic connection between attendee and exhibitor -- allowing them to keep a distance at the show, but connect by phone or email later.



## Lightweight Deployment

- Requires **NO** onsite infrastructure
- Does not interface with registration, badging, or any other management system.

## System Stands Alone

- No onsite infrastructure
- No special app
- No instructions
- No usernames or pwds
- No registration
- No badging



## Give it a try!

We've set up a fictitious event in the tXpo system, and it will engage with you exactly as it will with your attendees. Use the booth code at right, and you'll find a full exhibitor list and example booth signs within the literature files offered by tXpo. No worries, this is for demo only. No one is seeing or responding to the inquiries for this demo show. See box on next page to see what to expect.



PERPETUAL DEMO SHOW

Booth 160

tXpo Exposition SMS Services

Text **PD160**  
to 844-930-0710

Grab our Digital Literature from tXpo,  
and we'll follow-up with you later.

Compressed booth sign example

# Exhibitors get valuable **Consumer-Initiated** Inquiries.

	A	B	C	D	E	F	G	H	I
1	Cell Number	FirstName	Email	Views	Downloads	Activity	Zip Code	City	State
2	(343)555-0199	Randy	<a href="mailto:rdlar@ema">rdlar@ema</a>	8		3 <a href="#">Details</a>	52577	Oskaloosa	IA
3	(756)555-0178	Linda	<a href="mailto:lrsew@gm">lrsew@gm</a>	3		6 <a href="#">Details</a>	60609	Chicago	IL
4	(543)555-0122			9		5 <a href="#">Details</a>			
5	(622)555-0188	Dan		12		9 <a href="#">Details</a>	37209	Nashville	TN
6	(219)555-0165	Laura	<a href="mailto:Ldellr@ne">Ldellr@ne</a>	6		6 <a href="#">Details</a>	32808	Orlando	FL
7	(855)555-0145	Tom	<a href="mailto:tlowr@ma">tlowr@ma</a>	15		0 <a href="#">Details</a>			

## Deployment & Operations process

1. Show producer engages with tXpo to deploy the system.
2. Show producers send tXpo their exhibitor list - and periodically updates the list as the event approaches.
3. Two-weeks out, tXpo sends (by email) exhibitors a summary of the service, informs them of it's deployment at the upcoming event, and provides the Exhibitor Portal links necessary for exhibitors to upload their literature files.
4. tXpo engages the printing process for the preparation of booth signs
5. One-week out, a new email is sent to exhibitors reminding them of the service, and their need to upload their literature documents.
6. Printed signs are sent to the show's onsite decorator labeled as "Show Management Materials," and for "Multiple Booths."
7. Three days out, the final reminder email is sent.
8. One day out - setup day - the exhibitor is sent an email regarding the placement of their signs.
9. During the show - as inquiries accumulate - the exhibitor is provided a periodic summary of the inquiry counts that have occurred, and instructions for claiming their inquiries.
10. When attendees provide their email address, they receive a similar periodic email summarizing their registered inquiries and exhibitor file links. Email updates occur ONLY if the numbers have changed.
11. When the event ends, all attendee communications terminate.
12. For the following 3 months, and no more than once a week, exhibitors are reminded of their available inquiries, and encouraged to access them.
13. Exhibitor communications terminate when the exhibitor has acquired all available enquiries.
14. 3 months after the event closes, a summary report and revenue share check is provided to the host organization.
15. Data is deleted from the active system, and transitioned to an archive system to facilitate any ultimate SMS compliance audit

## Savvy & Efficient Attendees Love it!

1. No need to collect printed literature or carry a bag.
2. No need to keep track and transport that material, or to eventually discard it
3. Lightweight movement around the exposition
4. Modern consumers appreciate leaving a light environmental footprint
5. Ability to collect literature and connect with the exhibitor even when the booth personnel are busy, or the booth is unattended.
6. Attendees with limited time will focus only on top-priority exhibitors -- this allows them to also connect with other vendors in a time efficient way -- deferring personal connections until later.
7. More reserved attendees may not be comfortable with public engagement, or don't have time to get in depth with a vendor while on the show floor/grounds - tXpo allows a later, less distracted, and more personal connection.
8. No need to fill-out contact forms for exhibitors. Just a quick text establishes the connection.
9. Exhibitors can direct attendees to the booth sign/code in order to get an accurate contact record.
10. No forms for the exhibitor to decipher and data-enter after the show.

**SMS Compliance:** tXpo is an interactive or conversational SMS service. It responds only to texts initiated by the customer, and sends only texts to respond to customer-initiated requests. It is not a subscription service. Interaction ends when the consumer stops engaging (when they leave the show).



Upon initial engagement, the user will receive a "First Use" welcome text, and also a "Terms" text in addition to the usual reply regarding the selected exhibitor. After a short pause, the system will also try to collect "optional" data - First name, zip-code and email. After that, it replies ONLY with specific exhibitor data in each reply. The User may opt-out - or simply cease engaging - at any time.

All industry protocol mandated SMS messages/commands are observed, and all appropriate notices are provided upon initial engagement. Data gathered by the system is held strictly confidentially, is shared ONLY with the exhibitors specifically designated by the consumer, and is not shared or sold beyond the stated and noted purpose. Each event's engagement is considered new, and all appropriate notices are provided anew.