# Attendance
# *Promotion*

**QMS SERVICES, INC. IS ADDRESSING THE NEEDS AND CONCERNS OF SHOW MANAGERS TO ENSURE GROWTH OF YOUR FUTURE EVENT ATTENDANCE**

## Helping you achieve your attendance goals

### Admin Marketing Blasts:

A customizable e-marketing tool created to attract new attendees and connect with current attendees.

### Social Media Integration:

Attendees can promote and share event information with contacts through Facebook®, Twitter®, and LinkedIn®.

### Automated Course Recommendations:

Our registration software automatically provides course recommendations based on similar, popular selections in order to promote sessions and generate revenue.

### Quick and Easy Registration Renewal:

With a quick click of a button, previous attendees can re-register themselves for the upcoming event.

### EZ Content Management:

Essentially a "what's new" box inserted on the registration websites establishing a real time, direct connection with users to promote the event, post deadline reminders, or to simply update users with pertinent information.

### Bonus Course Tracks:

Website users can sort through available courses by various points of interest.

### Find Your Fav!:

Users can type in part, or all of a speaker's first or last name and generate a listing of the courses they are teaching. This boosts course awareness and attendance while further simplifying the registration process.
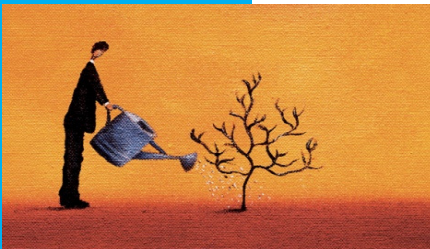
## MARKET WATCH

For show managers, it is always important to boost event attendance to maximize return on investment for your vendors. In today's economy, the tradeshow industry as a whole is down in annual attendance by nearly 20%. To combat this overall general attendance decrease, QMS is actively researching and designing ways to help our clients promote attendance through our registration software.

# How we can assist in generating leads for your vendors

## Virtual Booth Itinerary:

At the conclusion of an event, attendees will receive a customized e-mail of booths they visited including links to each vendor's web site. This gives attendees the ability to quickly follow-up with the vendor contacts they made during the show. Show managers can also use this e-mail as an opportunity to include information about the next show and any other follow-up information.

## Vendor VIP Codes:

Show managers can allocate VIP codes to vendors as a booking incentive or as part of the booth packages, allowing vendors to offer free or discounted registrations to new or existing customers. This feature would further track and report the usage of corresponding codes for each vendor.

## Interactive Floor Plans:

A user-friendly, interactive floor plan is added to the organization's web site allowing attendees to visualize and retrieve various pieces of information regarding the exhibit hall floor before they arrive.

## Exhibit Hall Passport:

Attendees can now pre-plan their exhibit hall visit based on product type! Attendees will be able to research vendors during the registration process, which in turn boosts vendor/product awareness.

## Touch-N-Go:

An interactive touch screen board placed on the exhibit hall floor that allows attendees to instantly locate exhibitors. Based on product information or company name, the Touch-N-Go system will interact with attendee requests and map out the best route to the booth(s) they wish to visit.

Providing our clients solutions based on proven methods of expertise

*QMS Services, Inc. has been in business for over thirty years and with that longevity comes the experience of knowing what works*