

ABOUT KONDUKO & WHY IT IS VALUABLE:

WHAT IS KONDUKO?

A new lead generation technology that allows exhibitors to not only capture leads, but also deliver digital content to interested attendees. It also allows attendees to capture leads from exhibitors.

The Konduko system is made up of:

- 1. Smartbadges** – Attendees and exhibitors will all have a special smartbadge that they can tap on a Konduko reader to collect content from that reader.
- 2. Konduko smart readers** – Each exhibitor will have 1 smart reader for their booth. Exhibitors who have products in Featured Areas will also have 1 smart reader for their product (New Product World, New Product Launch & Made in USA). The smart readers are wireless sensors that allow the exhibitor to collect the attendee's contact details when the attendee touches their badge to the reader.
- 3. Konduko StandApp**- Each exhibitor receives unlimited StandApps so they can set up all of their salespeople. The app lets them scan badges, qualify leads and add individual notes for each conversation. The Konduko StandApp also works offline, so even if there isn't any wifi or cell service when scanning a visitor's smart badge, their contact details are still saved.
- 4. Daily Digest** – Each attendee that touches their badge to your reader will receive content about your company in the Daily Digest email and they can follow up with you from there. If you have more than 1 reader, each one can have different content (for example for different product lines or for readers in different locations).

HOW IS KONDUKO DIFFERENT THAN LAST YEAR'S LEAD RETRIEVAL SYSTEM?

The Konduko system still allows you to scan attendee badges PLUS it provides additional value by:

- Enabling visitors in browsing mode to collect content & follow up later, often on a later day of Show
- Allowing you to capture leads outside of your booth (ex. an attendee taps their badge on a reader on a product showcase or on a sponsored meterboard in the lobby)
- Allowing you to make your sponsorships "smart"
- Providing your digital content to interested attendees while they're at the Show. (Two times per day during the Show buyers receive a Daily Digest email with information from each exhibitor where they tapped their badge).

IS NHS THE FIRST SHOW TO TEST KONDUKO?

No. A number of Reed Shows, both in Europe and in the US, have now used Konduko with great results. In the US, our JIS jewelry Show, which has a similar non-technical audience as NHS, first tested it in 2018 and continues to use Konduko.

- When first introduced at IS October 2018, we saw a **138% increase** in leads over the 2017 event
- On JIS October 2019 interactions increased **5% YoY** and leads increased **10% YoY**
- At JIS October 2019, **73%** of exhibitors rated the value of Konduko 8 or higher on a scale of 1 -10.
- Our Incosmetics Show first used Konduko in 2018 and asked exhibitors to pay for their reader in 2019.
 - **98%** of exhibitors chose to pay having seen the value of Konduko the year before.
 - The top 100 exhibitors got an average of **452 leads** at the 2019 event.
 - **80,156 leads** were generated in total.

USING KONDUKO IN YOUR BOOTH:

DO I HAVE TO PAY?

- Each exhibitor on the Show Floor gets one reader per booth,
- Additional readers can be purchased for **\$395**.
- Each exhibitor also gets unlimited StandApp licenses. (Konduko's StandApp allows you to scan badges as you normally would).

WHY WOULD I WANT TO BUY EXTRA READERS?

- Because you have multiple products. Having one reader for each product allows you to deliver content about the specific product an attendee is interested in and provides you with leads lists that are already segmented once you get home making follow up easier.
- If you have a large booth, having multiple readers in different areas of the booth will help ensure you don't miss out on leads. We recommend 1 reader for every 100 square feet.
- So you can capture leads beyond your booth by having readers in other areas of the Show
- To help drive traffic to your booth. Consider having a meterboard with a reader that provides information about your company and unlocks a special offer than can be redeemed at your booth.

HOW DO I KNOW ATTENDEES WILL USE IT?

- On average, Konduko smart events achieve an average of **82% visitor engagement**
 - When first introduced for JIS October 2018, buyer engagement ranged from **50%-65%**, depending on buyer segment
 - On JIS October 2019 buyer engagement increased **20% YoY**
 - JIS October 2019 also had a **43.53%** open rate for Daily Digest emails (20%-25% is average for a marketing email)

HOW DO I USE THE READER IN MY BOOTH?

- When you get to the Show you'll pick up your Konduko reader from the Konduko service desk and be given a non-residue decal to which the reader attaches. The reader should be placed in a prominent location so you can collect as many leads as possible. Some of these leads will be passive leads where attendees are interested in your product but don't yet want to speak to a salesperson (or don't have time to speak to someone right then). These are leads that wouldn't have been captured using traditional lead retrieval systems.

USING KONDUKO IN FEATURED AREAS:

DO I HAVE TO PAY?

- No. Each exhibitor in a Featured Area gets one reader, in addition to the one reader for their booth on the Show Floor.

WHY DO I NEED A READER IN THE FEATURED AREA AND IN MY BOOTH?

- On our Incosmetics Show, exhibitors who also had a reader in the Product Showcase Featured Area got **40% more leads** than exhibitors who didn't
- Konduko analysis shows that 70% of attendees who tap their badge in a Featured Area later visit that exhibitor's booth on the Show Floor
- Different readers can have different content that gets delivered in the attendee's Daily Digest email. For example in the Featured Area, that reader could have information about that specific product while the reader in your booth has information about the broad range of products you offer.

KONDUKO SPONSORSHIP OPPORTUNITIES:

WHY WOULD I WANT TO ADD A READER TO A METERBOARD?

- Having a reader on a meterboard can help increase traffic to your booth. Since different readers can have different digital content that gets delivered to the buyer in their Daily Digest email, the reader on your meterboard could have a special offer for buyers who visit your booth.
- A reader can help you measure ROI by allowing you to see how many attendees engaged with the meterboard by tapping their badge.

TESTIMONIALS:

“ The thing I liked about your offering was the reciprocal results—something for exhibitors, but also something for visitors so that they would be interested in using the system. I also have a business where I buy and getting info by email with links to people’s catalogs, price lists and the like is very valuable - I hate carting around materials and also having to file everything. ”

Tamiko Sher, Managing Director, African Trade Beads; JIS Exhibitor

“ Brilliant idea, best product that we’ve seen so far. People come and ask us for the Reader. We can see them touching without even asking them to do so. From other products like the one on JCK we figured people hate to be scanned. This is such a different approach and they like it and we like it to as they have our information in an elegant way. ”

William Chu, Picup Media; JIS Exhibitor

“ I absolutely loved it. This device is so smart. I truly believe that you guys have an excellent product. It saves me so much time collecting leads and post show leads management will be a miracle in contrast with how we used to get things done. ”

Corina Szlomowicz, Marketing Manager, Btresh Group LLC; JIS Exhibitor

“ Using the reader at the booth and having them outside of our booth in the zones it is a fantastic idea. Thank you for offering a great product and service that gives us contact with our visitors without even being there. I am using the readers in the zones and for me it works fantastic!!!! I am seeing my lead number growing constantly and we are there represented by the reader and our product. ”

John Toner, Senior Marketing Manager, Aprinnova; Incosmetics Exhibitor

“ With the Reader on the booth and also in the zones, it is a great way to collect information. We are using both the Reader and the App and the idea of having the Readers in the zones is fantastic. We are spread across without actually being there. Visitors can get our assets and we have their information and can follow up on them. It is a very interesting interaction and easy. When we return to the office, we share the data with our colleagues based on visitor interests. ”

Benjamin Jonville, Account Director, Mintel; Incosmetics Exhibitor

KONDUKO PICTURES:

SMARTBADGE WITH CHIP INSIDE



**PRODUCT DISPLAY
PLACEMENT EXAMPLE**



KONDUKO READER



BADGE BEING TAPPED



BOOTH PLACEMENT EXAMPLE

