

Maximizing Event ROI And Engagement



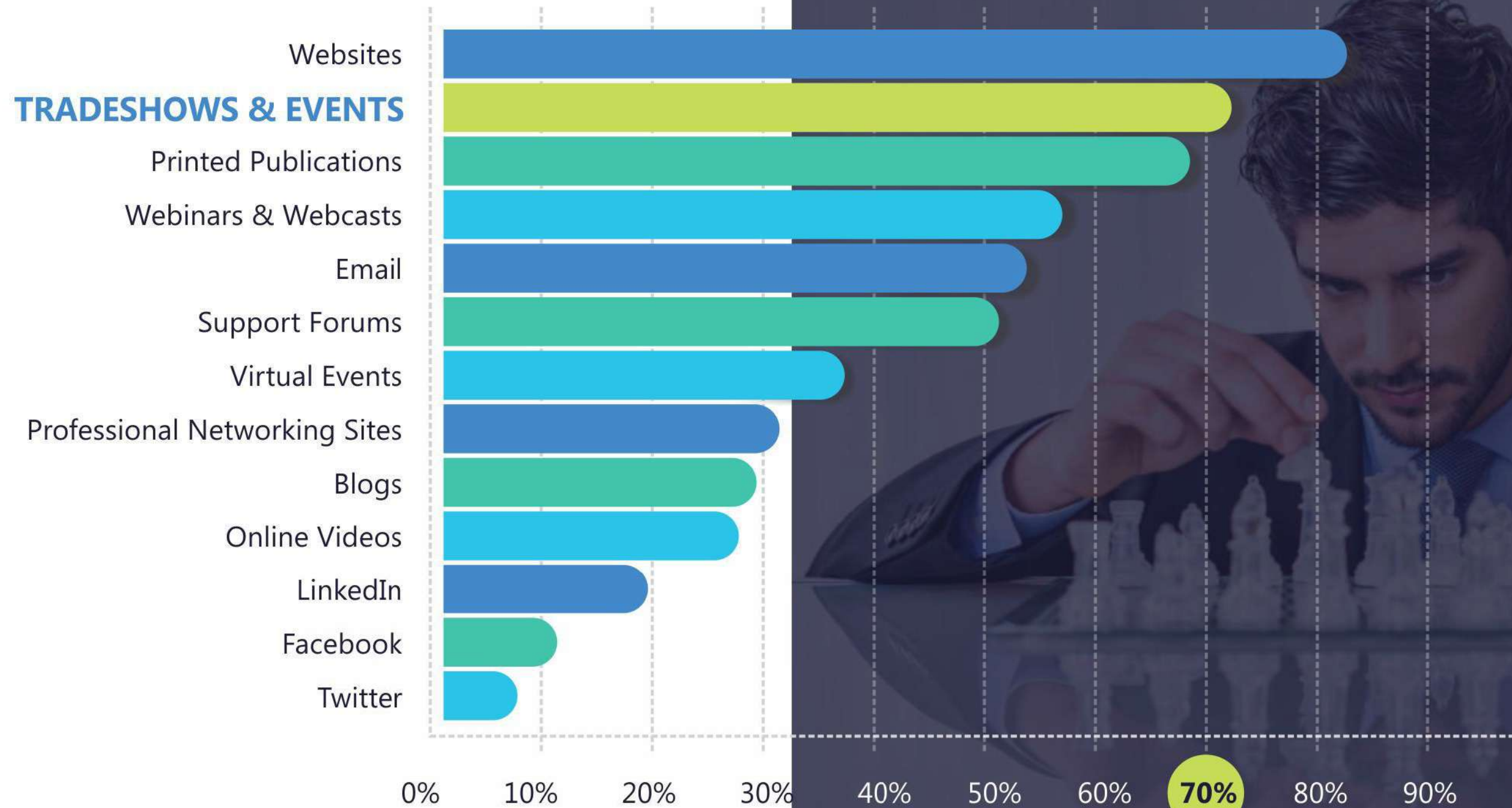
sales@eventdex.com | (866) 850-5872

A dimly lit conference room with several round tables covered in white cloths. Each table is surrounded by dark chairs. In the center of each table is a small glass vase containing colorful flowers. The room has large windows with gold-colored curtains and a wooden door in the background. The overall atmosphere is professional and formal.

EVENTS

ARE IMPORTANT

TRADESHOWS & EVENTS



After a company's website
Tradeshows & Events

Are the most effective B2Bmarketing Tactic

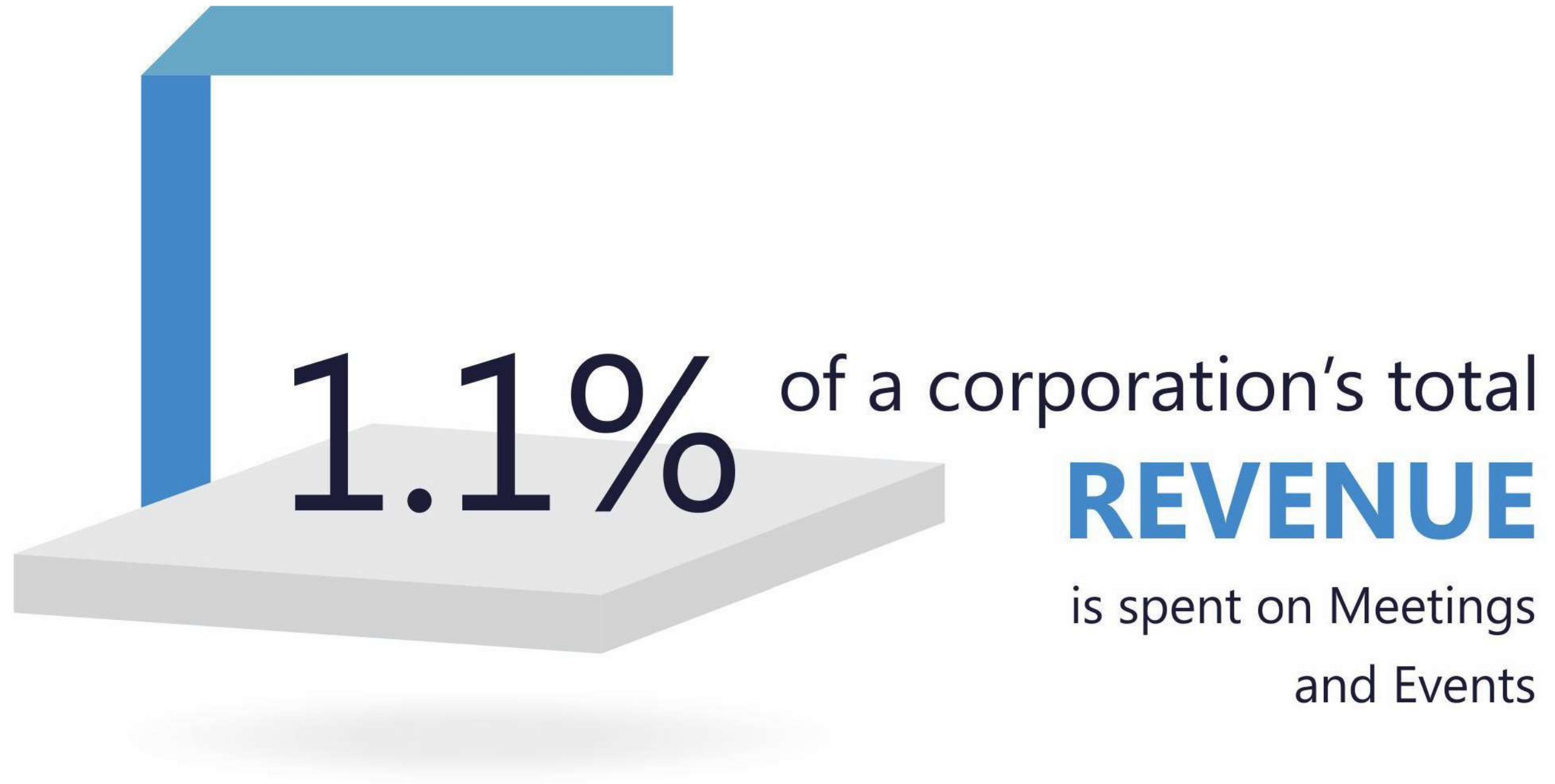
Top Reasons For Events



A person's hands are shown interacting with a tablet. The tablet screen displays a bar chart with five bars of increasing height, followed by a table with multiple rows and columns. A pen is resting on a document to the right of the tablet. The background is a blurred office setting.

EVENTS

ARE AN INVESTMENT



Source: Aberdeen Group, 2012

30-39% The average percentage of the

MARKETING BUDGET

allocated to events falls
between 30 and 39%



Source: Demand Metric, Event Engagement:
Accelerating the Customer Lifecycle, October 2015

A man in a dark suit, white shirt, and dark tie is sitting at a desk. He has a stressed expression, with his right hand resting on his forehead and his left hand holding a pen over a stack of papers. The background is a blurred city skyline. The image has a dark, moody blue tint.

EVENTS

ARE STRESSFUL

Most **STRESSFUL** jobs of 2016

01 MILITARY GENERAL



02 MILITARY PERSONNEL



03 FIREFIGHTER



04 AIRLINE PILOT



05 EVENT PLANNER



BADGES

**ATTENDEE
NTEWORKING**

MARKETING

REGISTRATION

KIOSK

**ONSITE
TICKETING**

SOCIAL

**MOBILE
APPS**

**LEAD
RETRIEVING**

CHECK-OUT



**MATCH
MAKING**

**ATTENDEE
CHECK-IN**

CLOUD

**LEAD
GENERATION**

**EMAIL
CAMPAIGN**

MAPS

CHECK-IN

BADGES

ATTENDEE
NETWORKING

MARKETING

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LEAD
RETRIEVING

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Eventdex[®]
Event Management Platform

ATTENDEE
CHECK-IN

CLOUD

LEAD
GENERATION

EMAIL
CAMPAIGN

MAPS

CHECK-IN





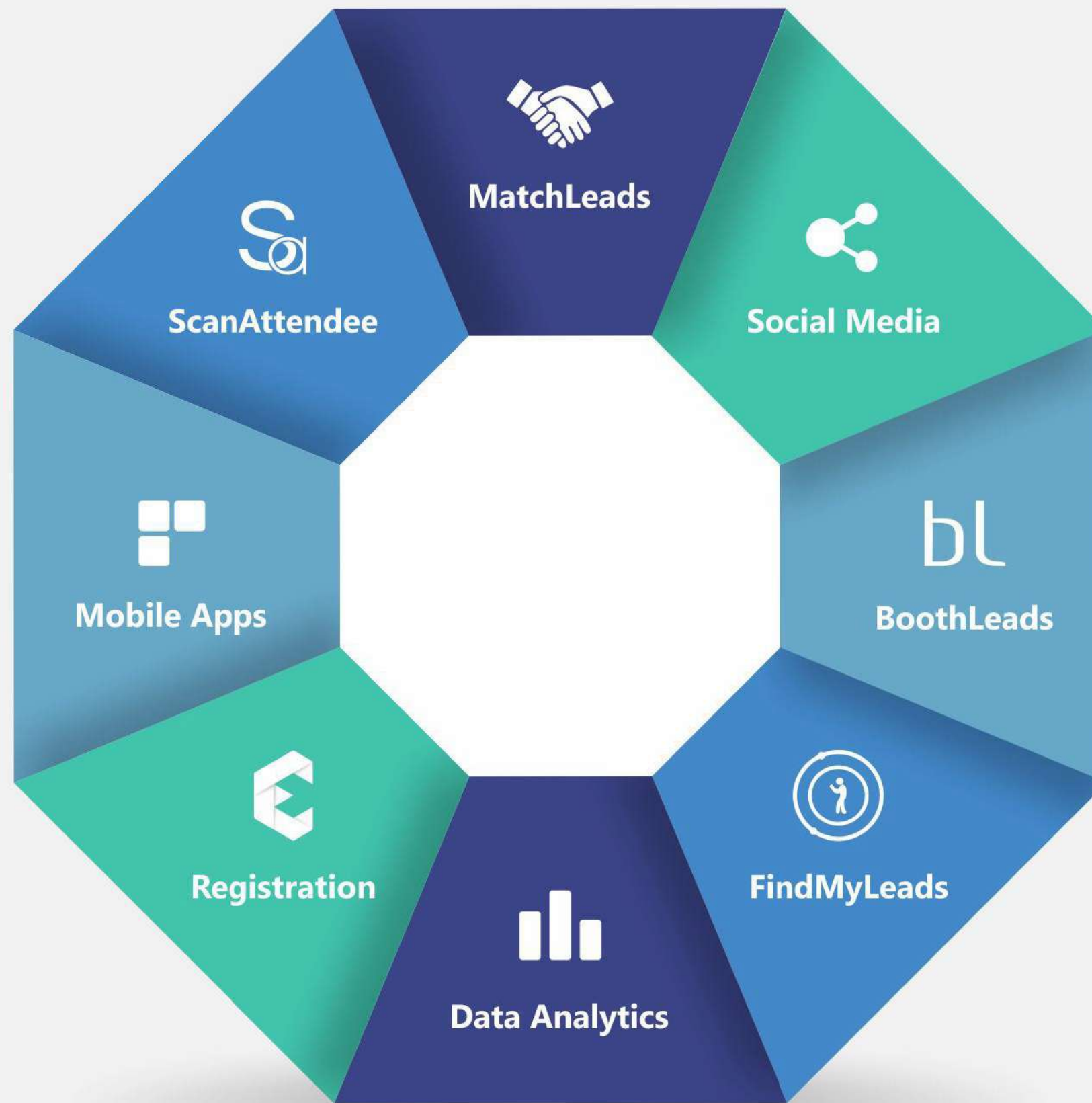
Increase of **20%**
ATTENDANCE



27% Increase in
PRODUCTIVITY



30%
Decrease in **COST**



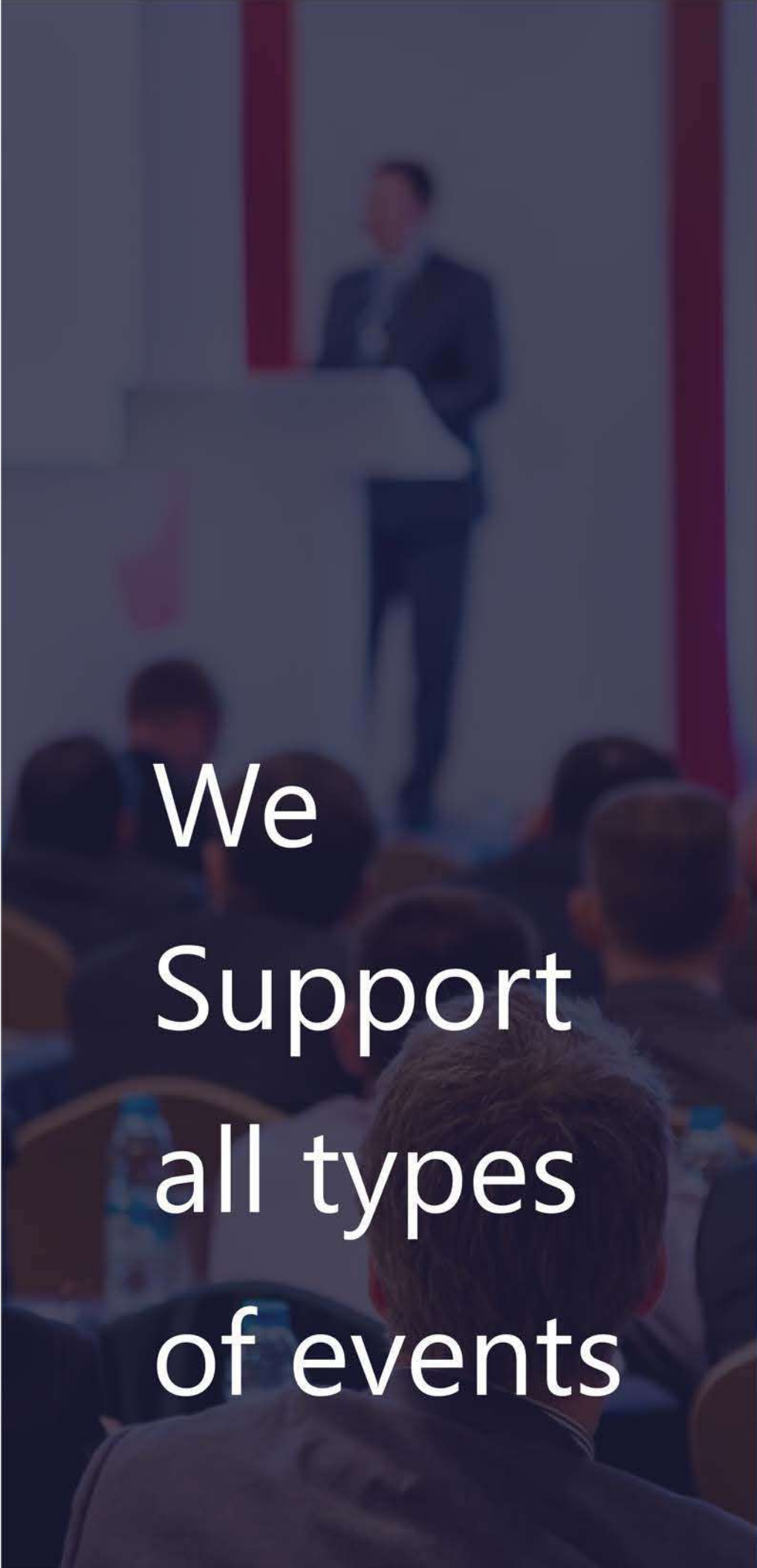
EVENTDEX

APP-FIRST INNOVATIVE
CLOUD BASED PLATFORM

EVENTDEX

TRULY APPIFYING
YOUR EVENTS





We
Support
all types
of events

Low complexity events

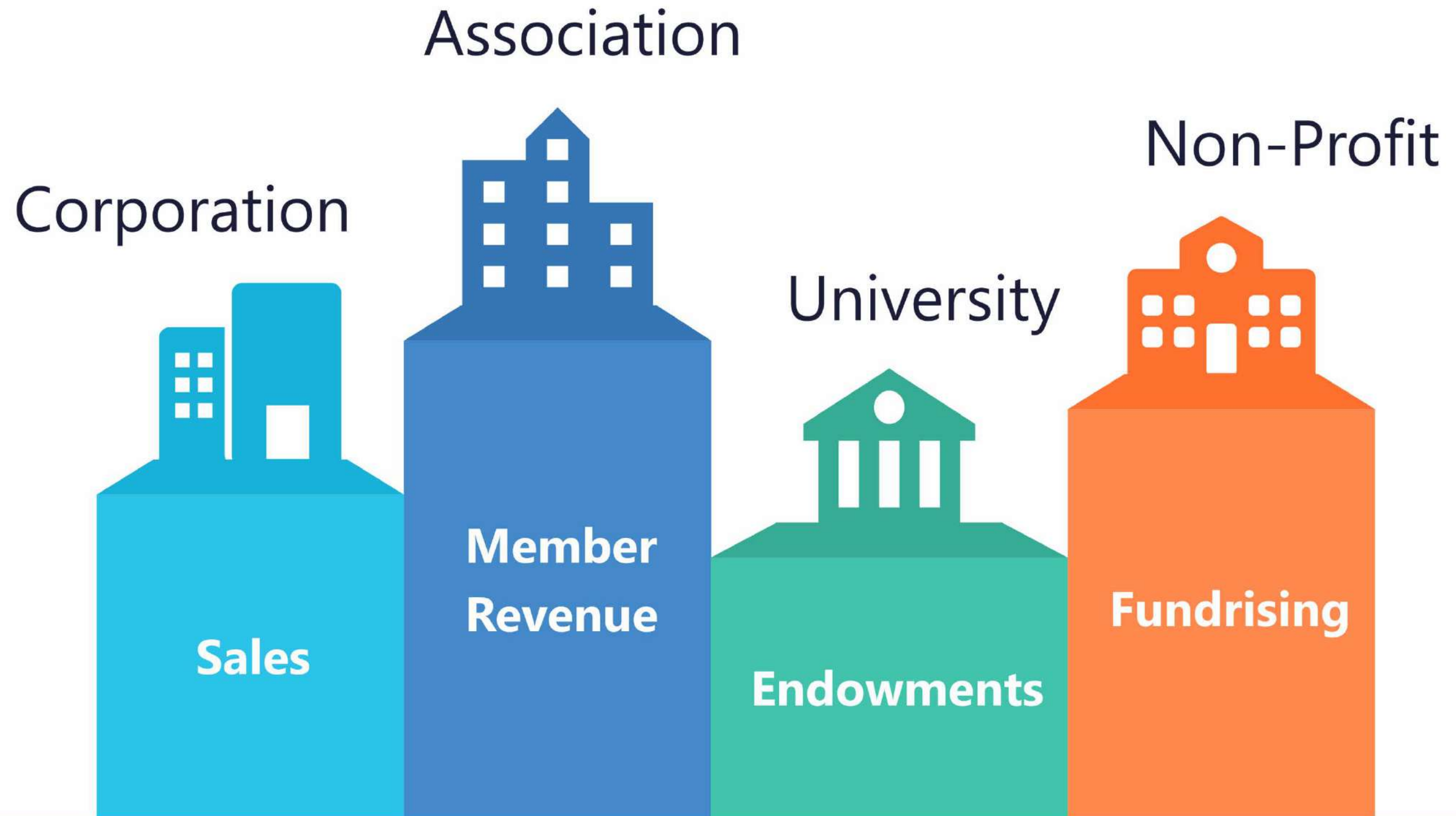
Galas | Seminars | Workshops | Trainings | Forums |
Lunch & learn

Medium Complexity Events

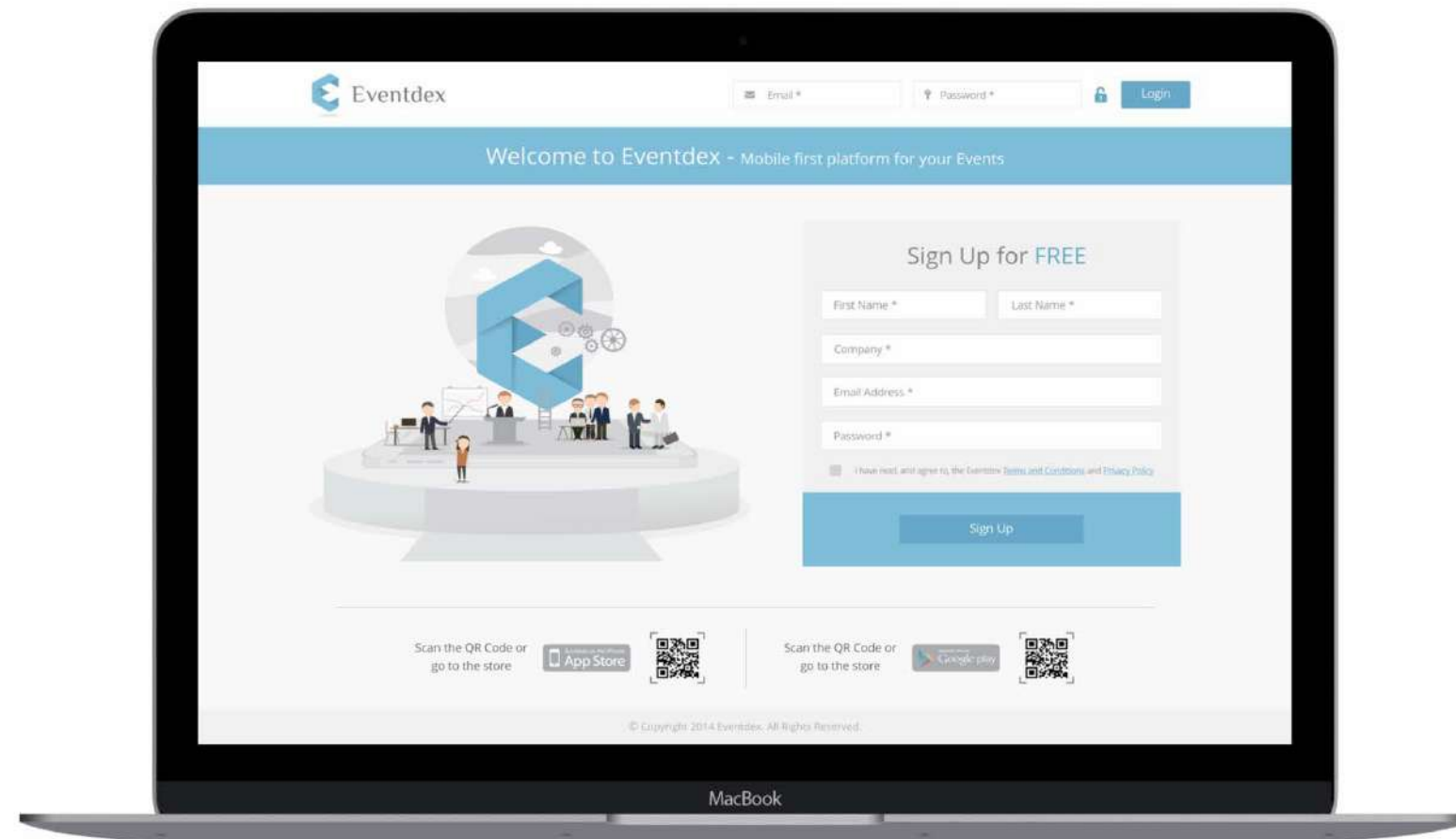
Roadshows | Conventions | Expos | Banquets |
Conference | Incentives

High Complexity Events

Exhibitions | Symposiums | Fundraisers | Happy Hour |
Internal Meetings



PIPELINE APPLIES TO ALL ORGANIZATIONS



What's common is
ROBUST
REGISTRATION





Create registration formats
with registration questions



Attach the link to your
Emails / Website

```
<iframe style=".....  
src="https://boothleads.secure.forc  
e.com/Eventdex/BLN_TicketSection  
page?id=a19F00000007EqnzIAC">  
</iframe>
```



Dynamic registration for
different attendee types

Survey for oneday pass

Q . Did you like the seminar

Ans.

Personal Information

First Name

Last Name

Company Name

Job Title

Phone Number

Email Address

Address

City

State

Zip Code

Survey for Exhibitor

Q . what are the products of your company

Ans.

Survey Questions

Q . How is the Event

Ans.

Registration Information

Registration Type

Registration Fee

Complete Registration

Attach the link to your Emails / Website

</iframe>

Tab1	Tab2	Tab3	Tab 5	Tab 4	Tab6	Other
Ticket Information						
Ticket Image	Ticket Type	Sales End	Price	Fee	Quantity	
	Admission	December 28, 2016 6:00 PM	15.00	0.75	0 ▼	

Create registration formats
with registration questions

Attach the link to your
Emails / Website

```
<iframe style=".....
```

```
src="https://boothleads.secure.forc
```

```
e.com/Eventdex/BLN_TicketSection
```

```
page?id=a19F00000007EqnzlAC">
```

```
</iframe>
```

Dynamic registration for
different attendee types

Ticket #1 - oneday pass

Copy Info From: Select (Optional) ▼

Basic Information

First Name*

Last Name*

Email*

Company Name

Survey for oneday pass

Q. Did you like the seminar

Ans.

Ticket #1 - Sponsor

Copy Info From: Select (Optional) ▼

Basic Information

First Name*

Last Name*

Email*

Company Name

Survey for Sponsor

Q. what are the products of your company

Ans.

Collect Payments Via

Check

Credit Card

Invoice

Integrations with

Paypal

Authorize.net

Trust Commerce

Stripe

Online Registration Onsite Registration Scan Attendee

Payment Gateway Options

    ☒ NONE

☐ Accept range for Payment Gateway

☒ Pay By Check

Address 1: * Madhapur Country: * India

Address 2: State: * Telangana

City: * Hyderabad Zip Code: * 500081

☐ Accept range for Check

Payment options for Eventdex Fee

☒ Credit Card(The charges will be applied to your credit card at the end of the event)

Your Credit Card

 Visa card ending with 1111 [Update Details](#)

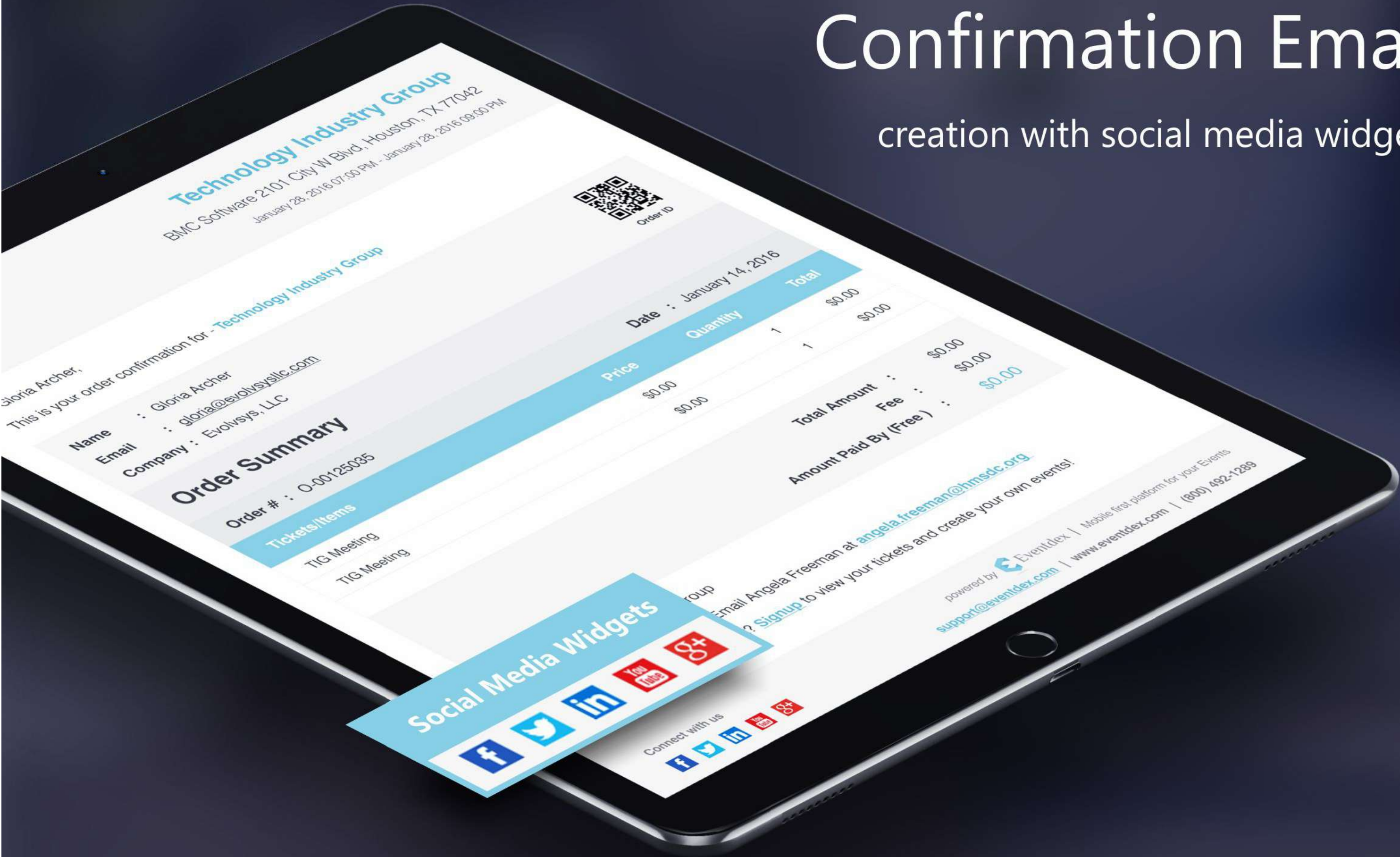
Online Registration Onsite Registration Scan Attendee

Payment Gateway Options

☐  ☐  ☐  ☐  ☒ NONE

Confirmation Email

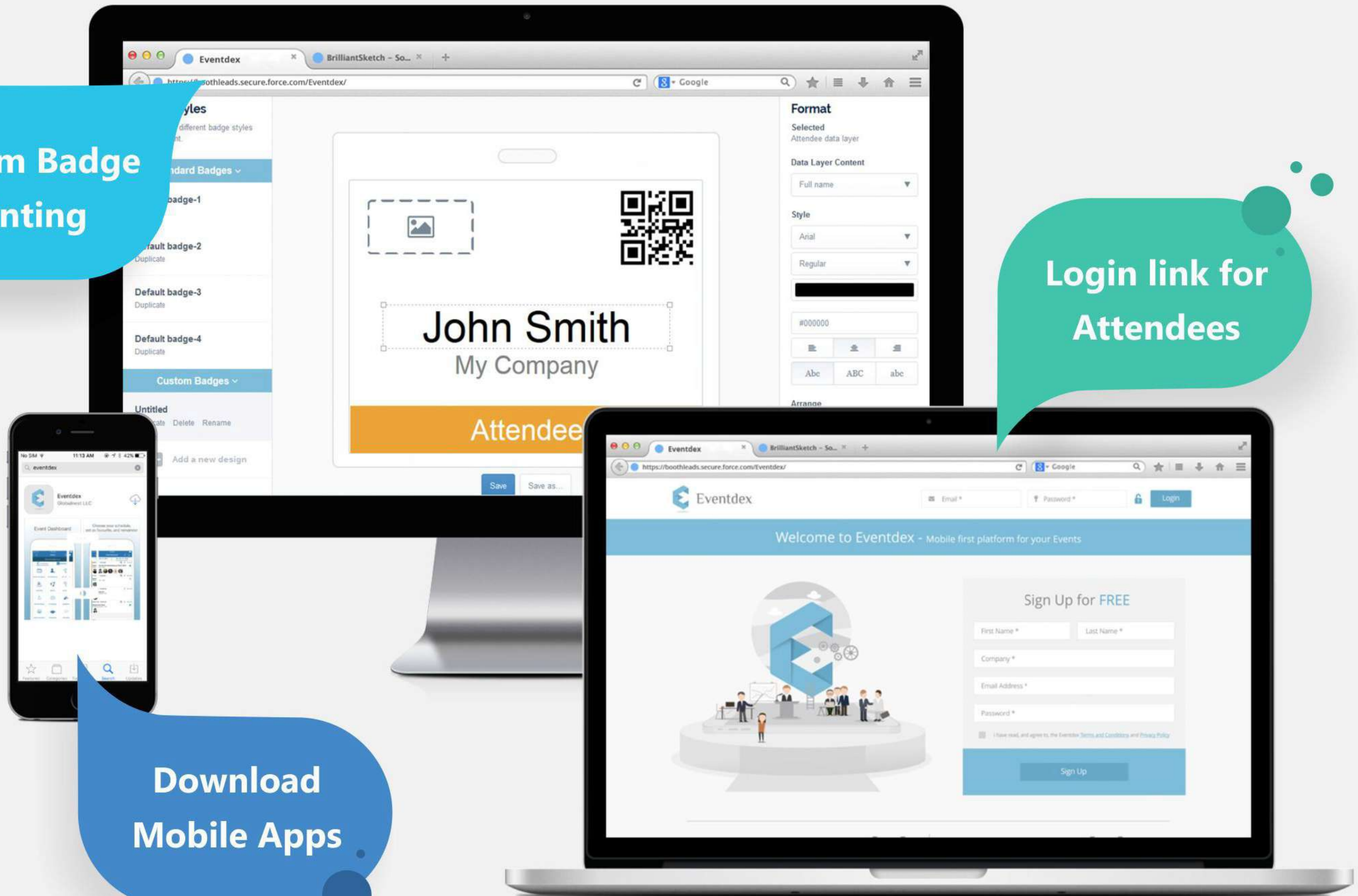
creation with social media widgets



**Custom Badge
Printing**

**Login link for
Attendees**

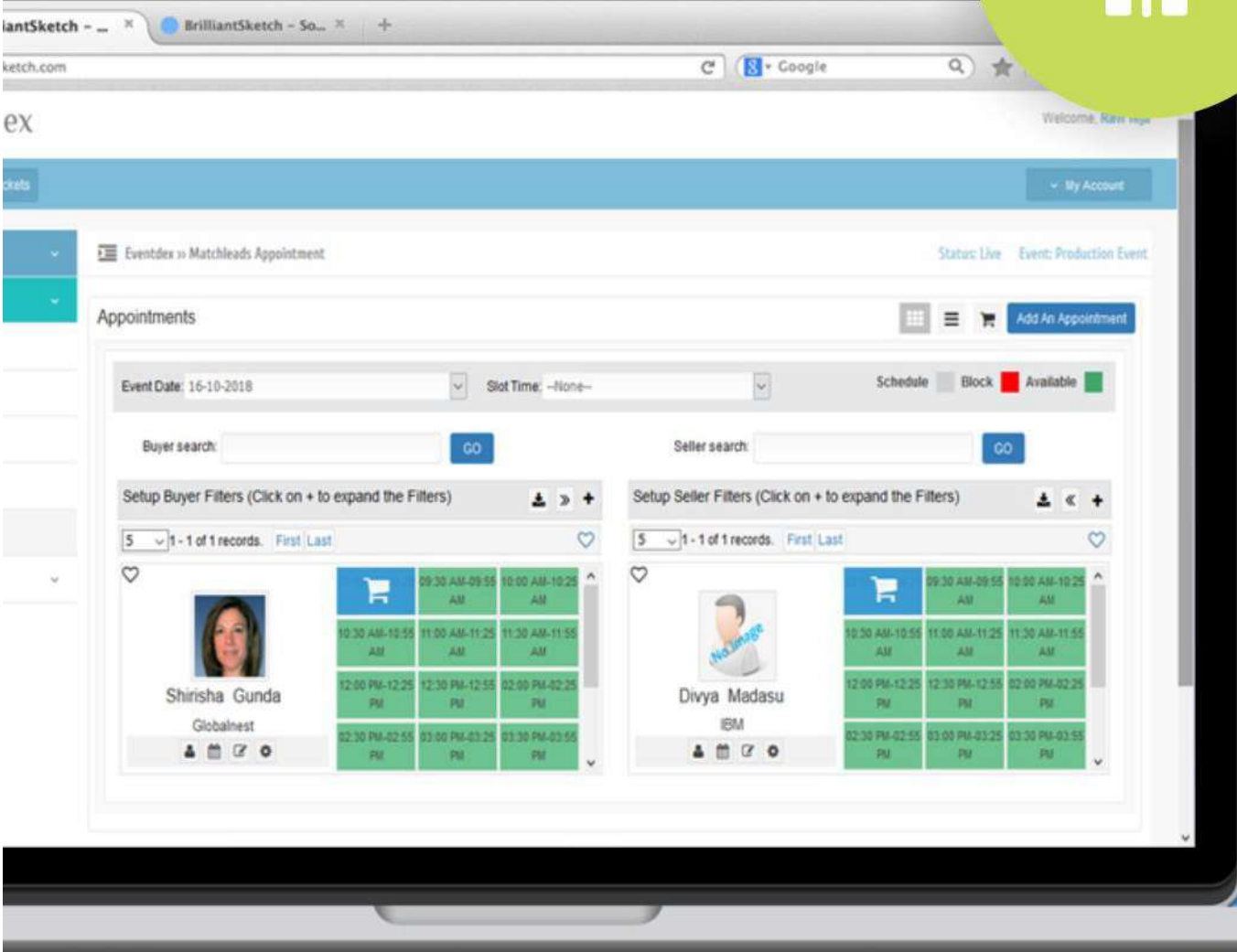
**Download
Mobile Apps**



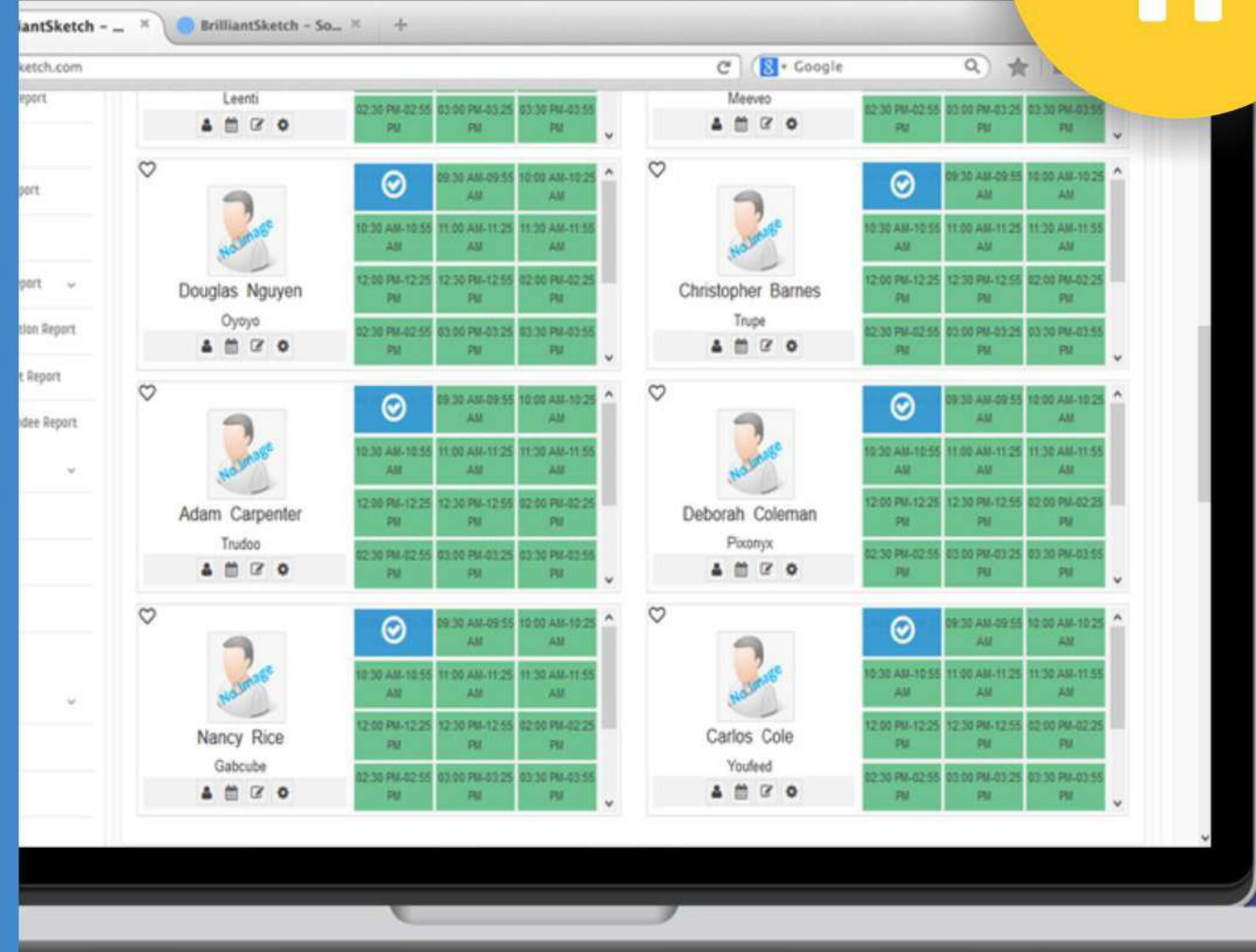


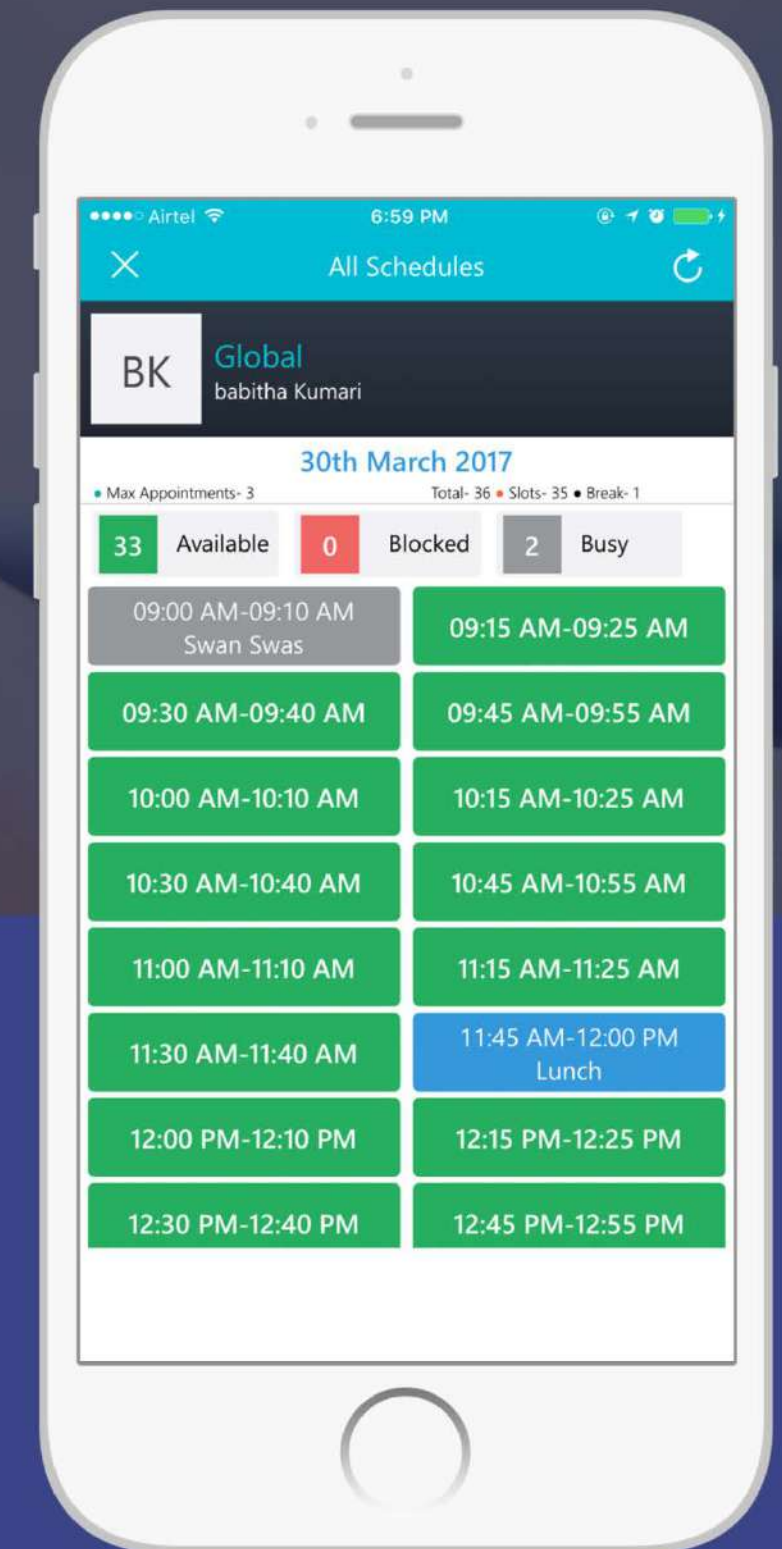
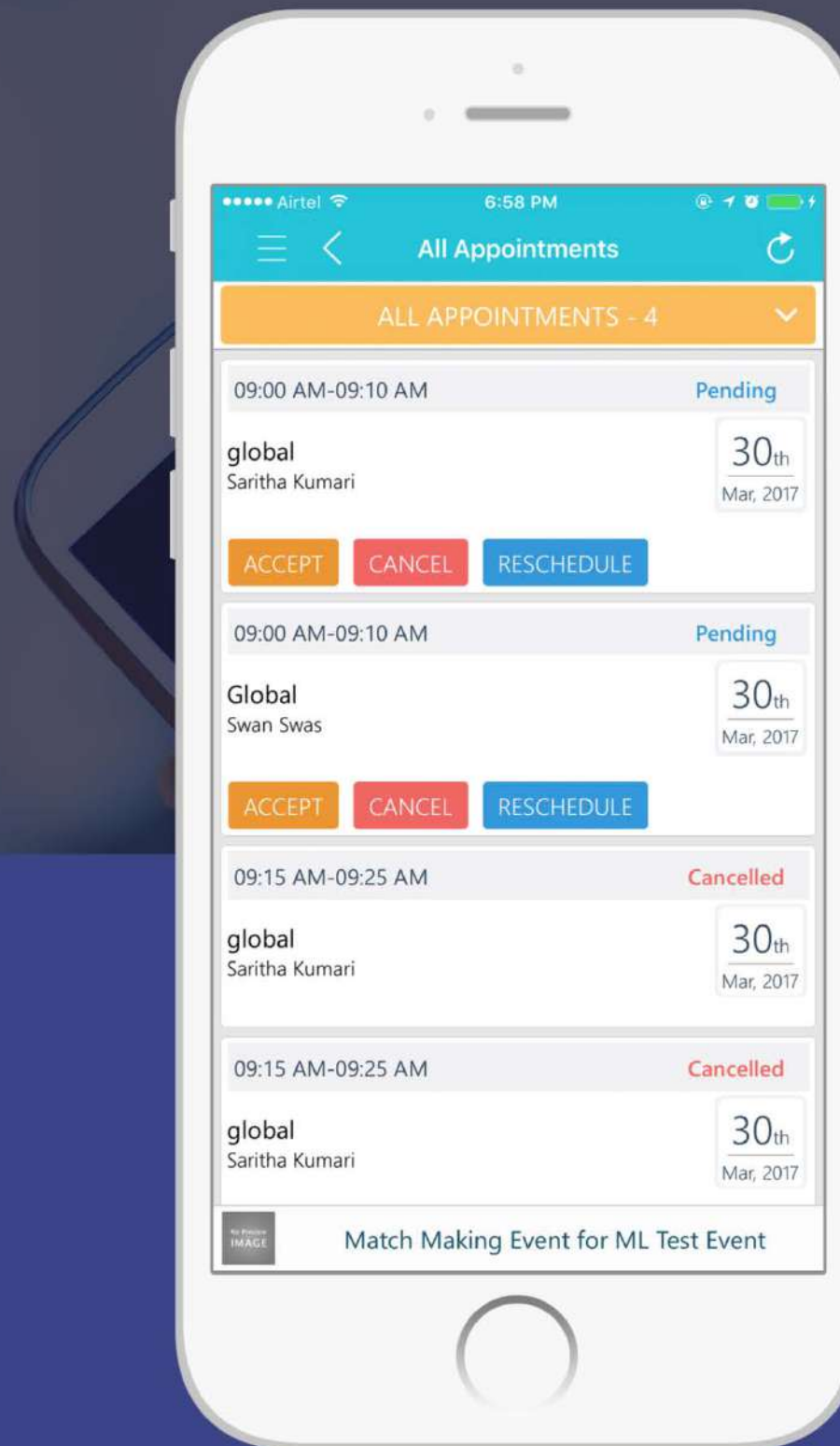
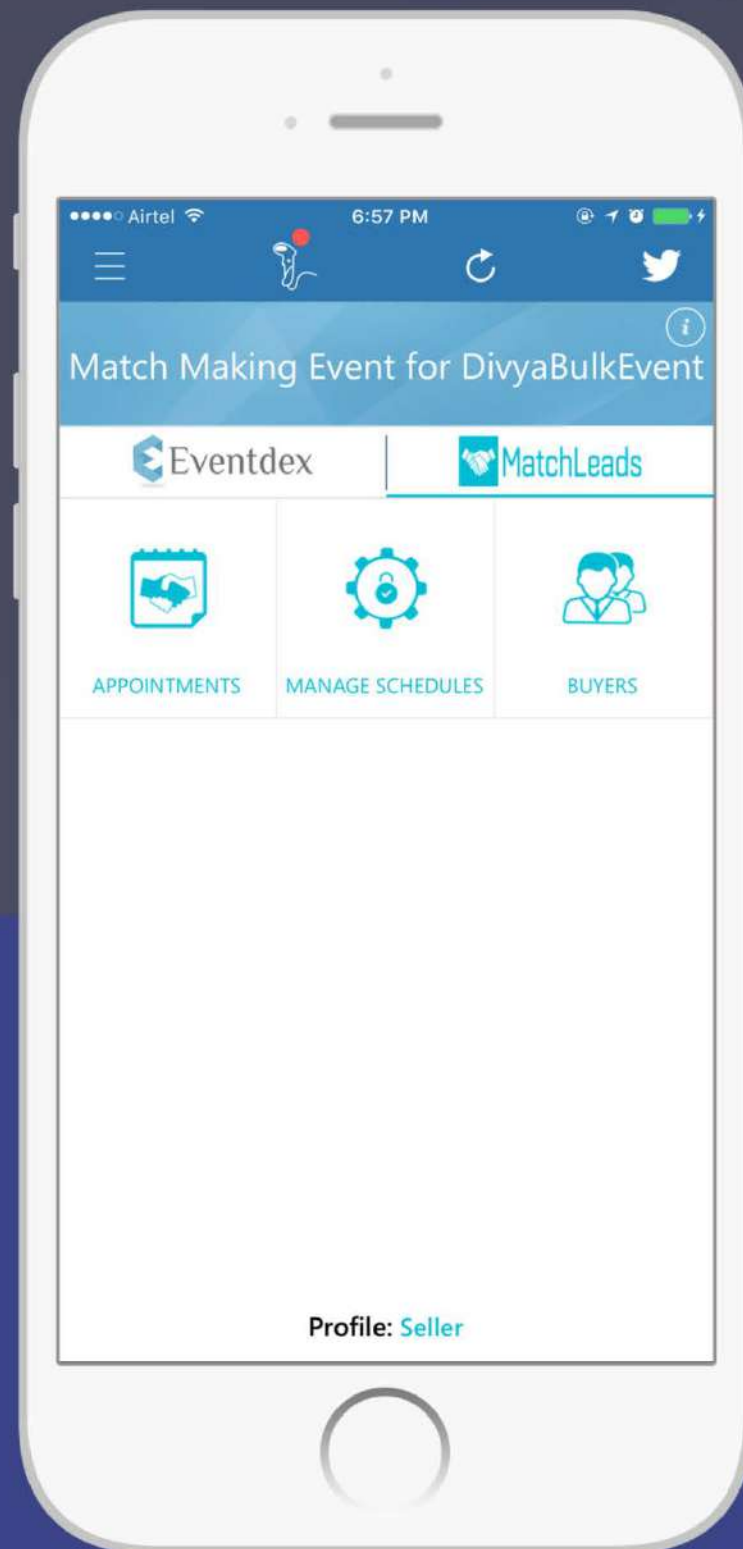
MatchLeads

One and One Matchmaking



Group Matchmaking





Open

Buyer

Actions Perform: *

- ☒ Auto Accept
- ☐ Approve
- ☒ Request
- ☒ Reschedule
- ☒ Cancel

Seller

Actions Perform: *

- ☒ Auto Accept
- ☐ Approve
- ☒ Request
- ☒ Reschedule
- ☒ Cancel

Semi Open

Buyer

Actions Perform: *

- ☐ Auto Accept
- ☒ Approve
- ☐ Request
- ☒ Reschedule
- ☒ Cancel

Seller

Actions Perform: *

- ☐ Auto Accept
- ☐ Approve
- ☒ Request
- ☒ Reschedule
- ☒ Cancel

Closed

Buyer

Actions Perform: *

- ☐ Auto Accept
- ☐ Approve
- ☒ Request
- ☒ Reschedule
- ☒ Cancel

Seller

Actions Perform: *

- ☒ Auto Accept
- ☐ Approve
- ☐ Request
- ☒ Reschedule
- ☒ Cancel

Custom

Buyer

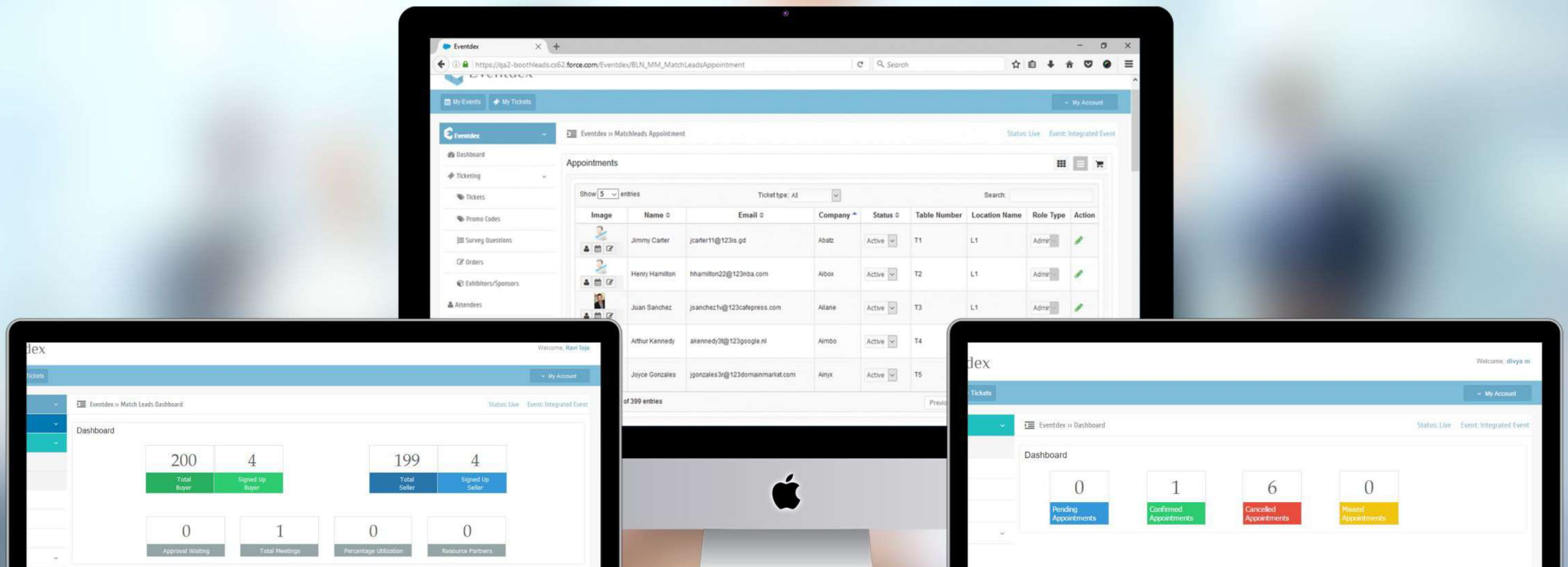
Actions Perform: *

- ☐ Auto Accept
- ☐ Approve
- ☐ Request
- ☐ Reschedule
- ☐ Cancel

Seller

Actions Perform: *

- ☐ Auto Accept
- ☐ Approve
- ☐ Request
- ☐ Reschedule
- ☐ Cancel



Manage Tables/Booths, Admin, Buyer
and Seller Portals and Dashboards

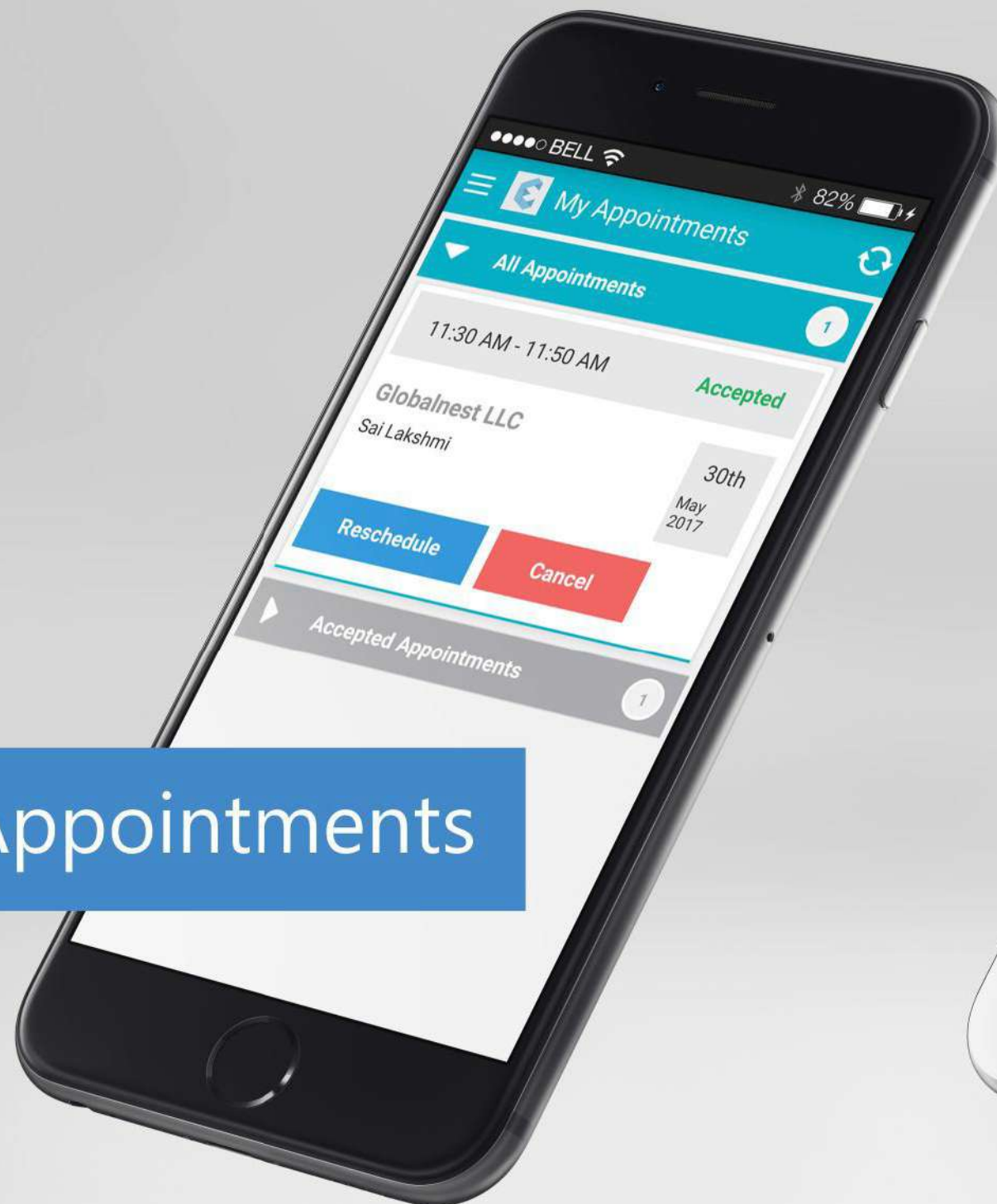
Buyers and sellers can upload RFP documents



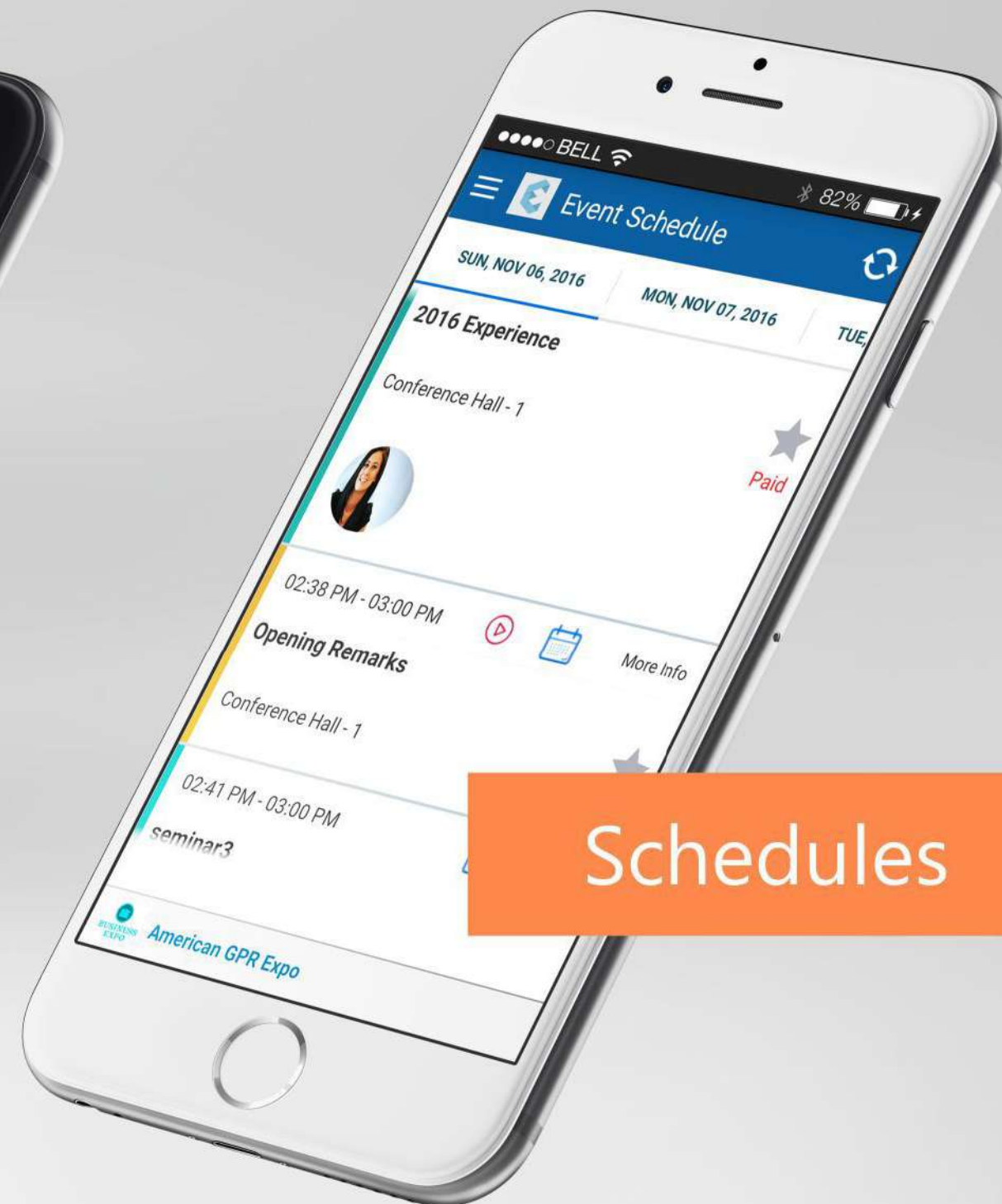
Attendee Mobile Apps

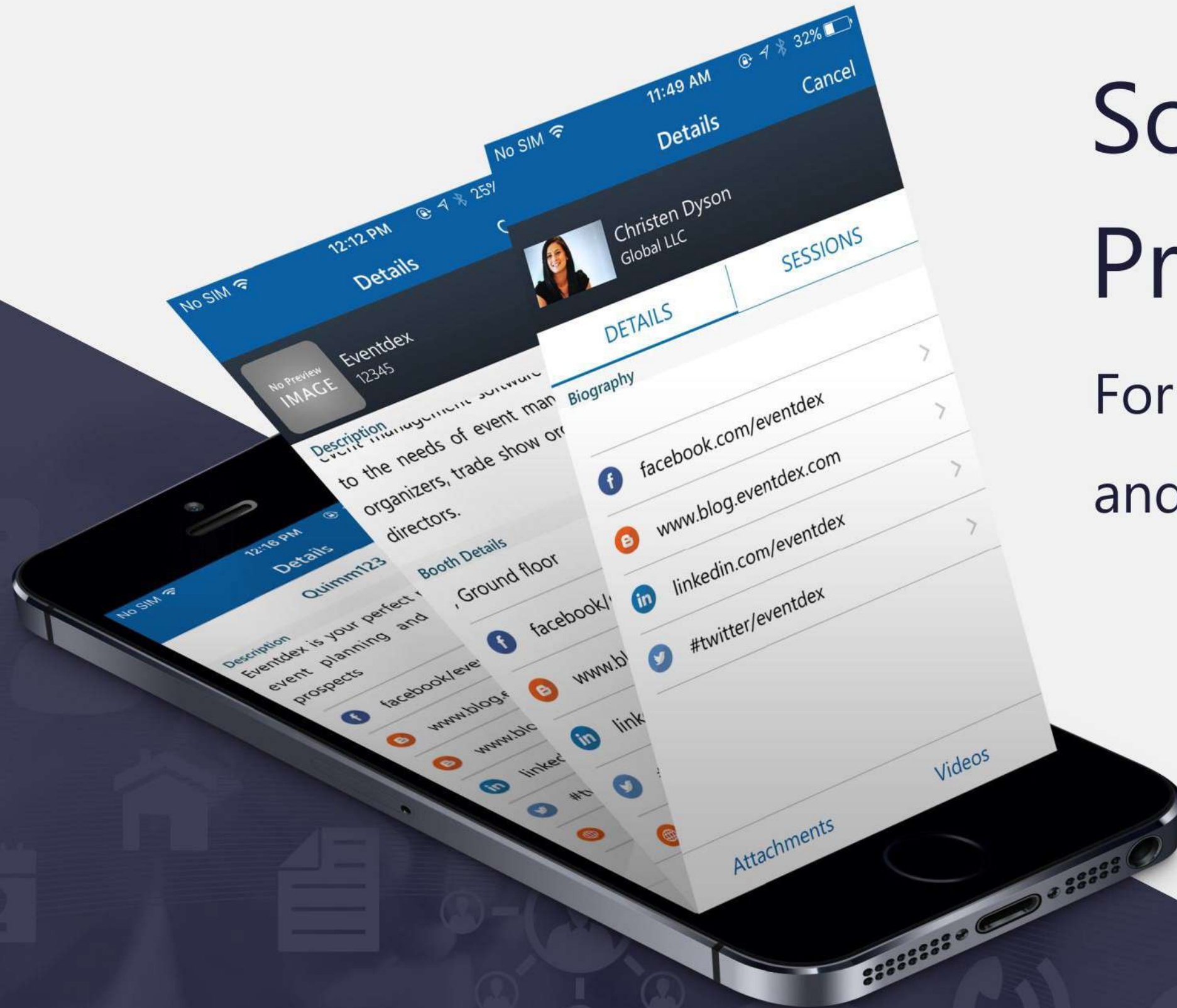


Appointments



Schedules





Social Media Profiles

For Speakers, Exhibitors and Sponsors



The background image shows a group of people at a conference or workshop. In the foreground, a woman with long brown hair, wearing a blue long-sleeved shirt and a green wristband, is looking at a tablet. To her right, another person is holding a smartphone. In the background, other people are seated at tables, some using tablets. A large blue curved overlay covers the top left portion of the image.

Sc

ScanAttendee

Checkin App

Session Level Checkins

Time Stamps

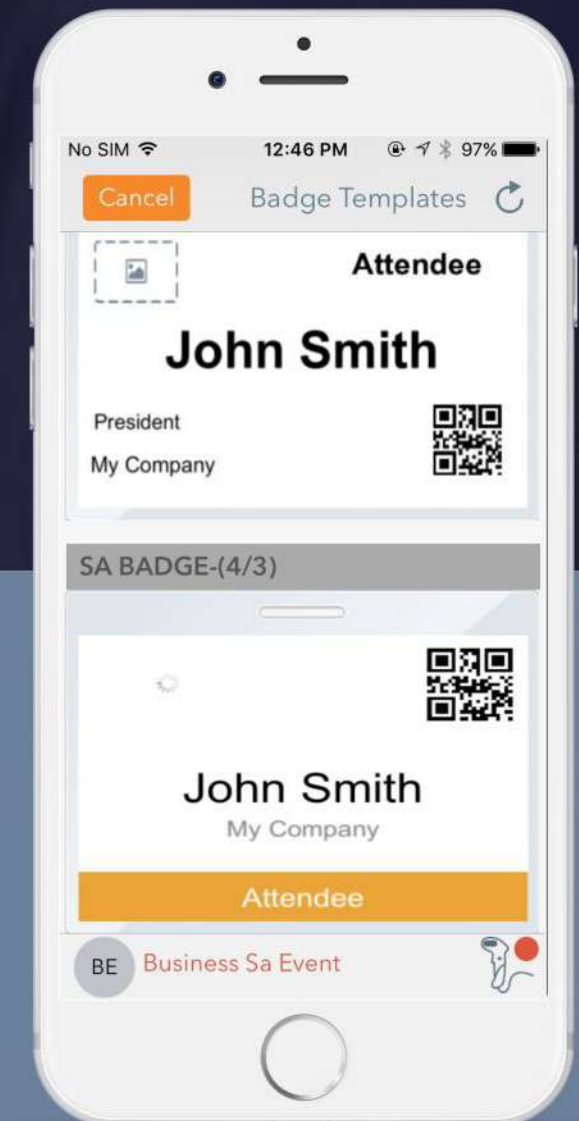
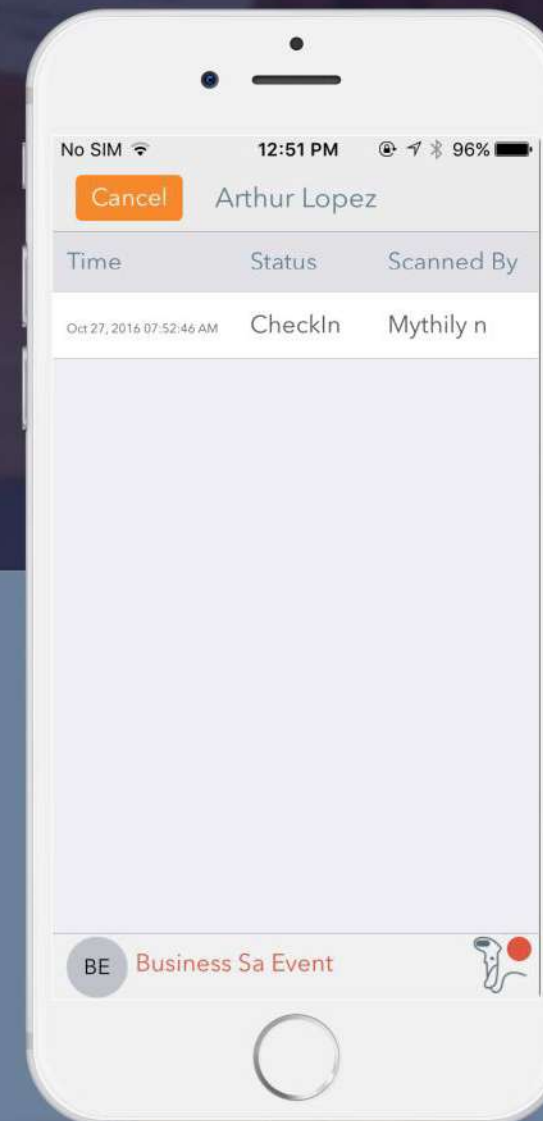
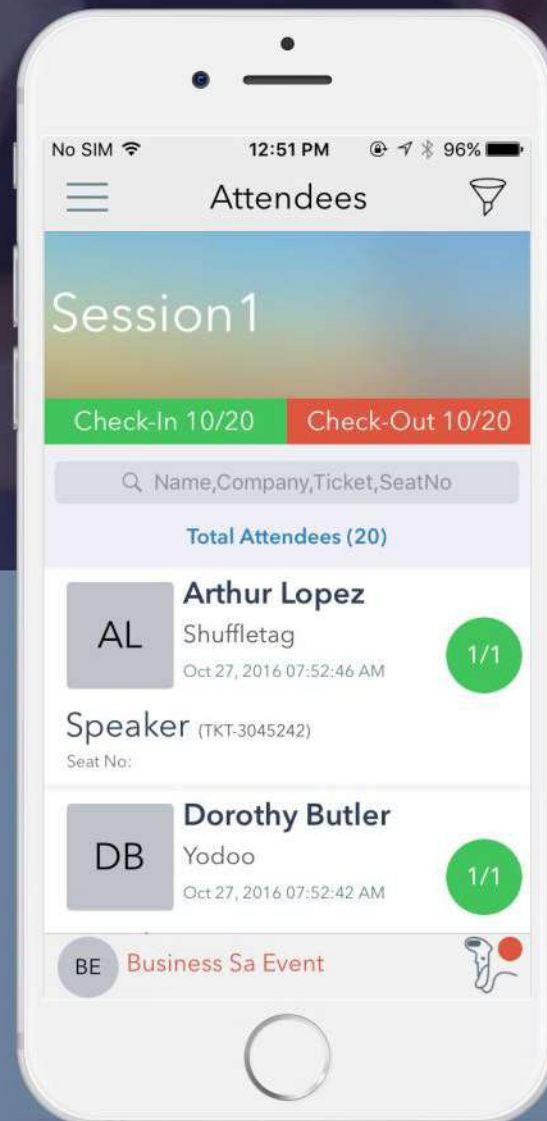
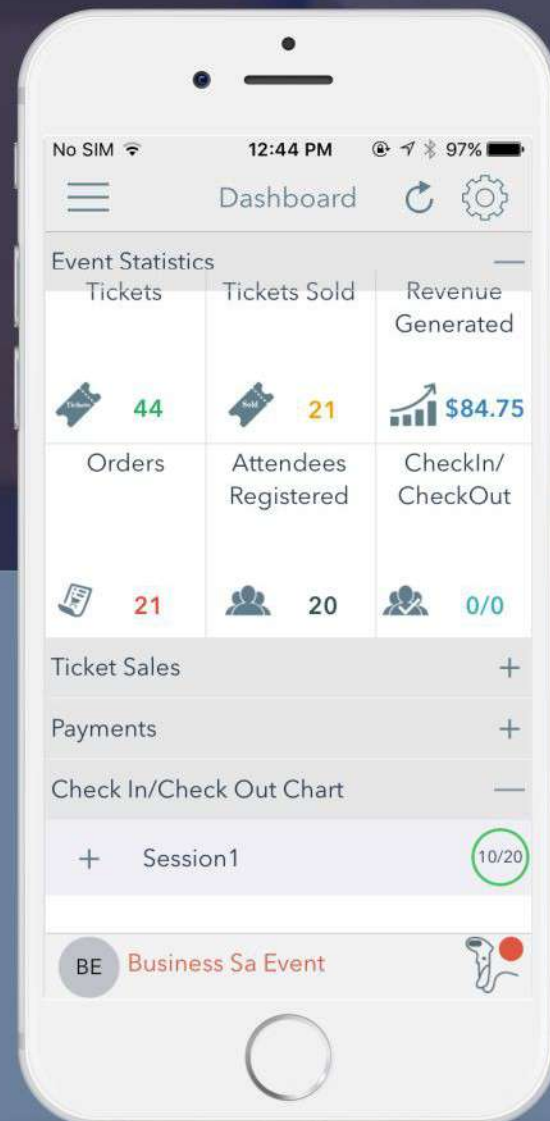
Print Badges

⋮

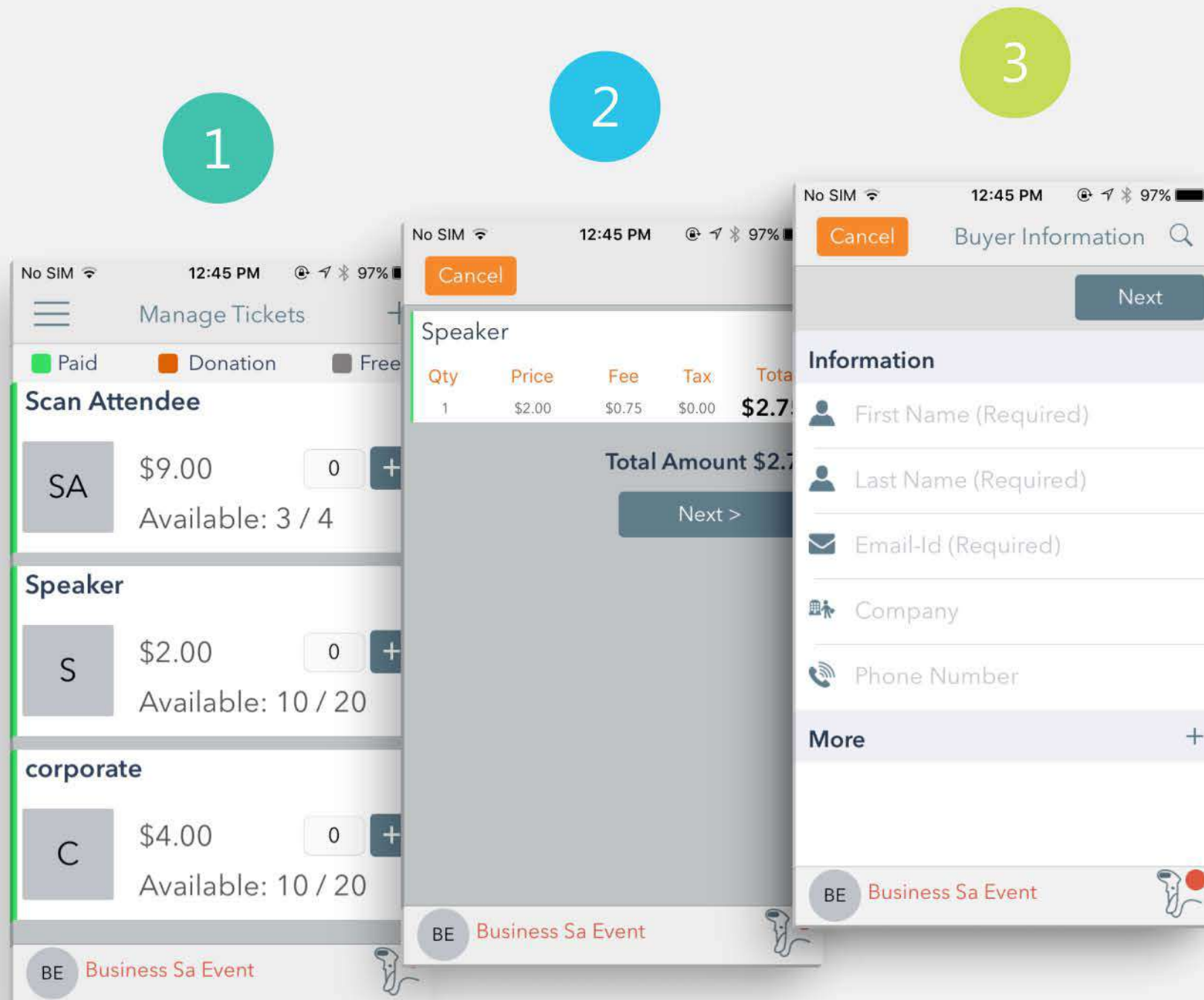
⋮

⋮

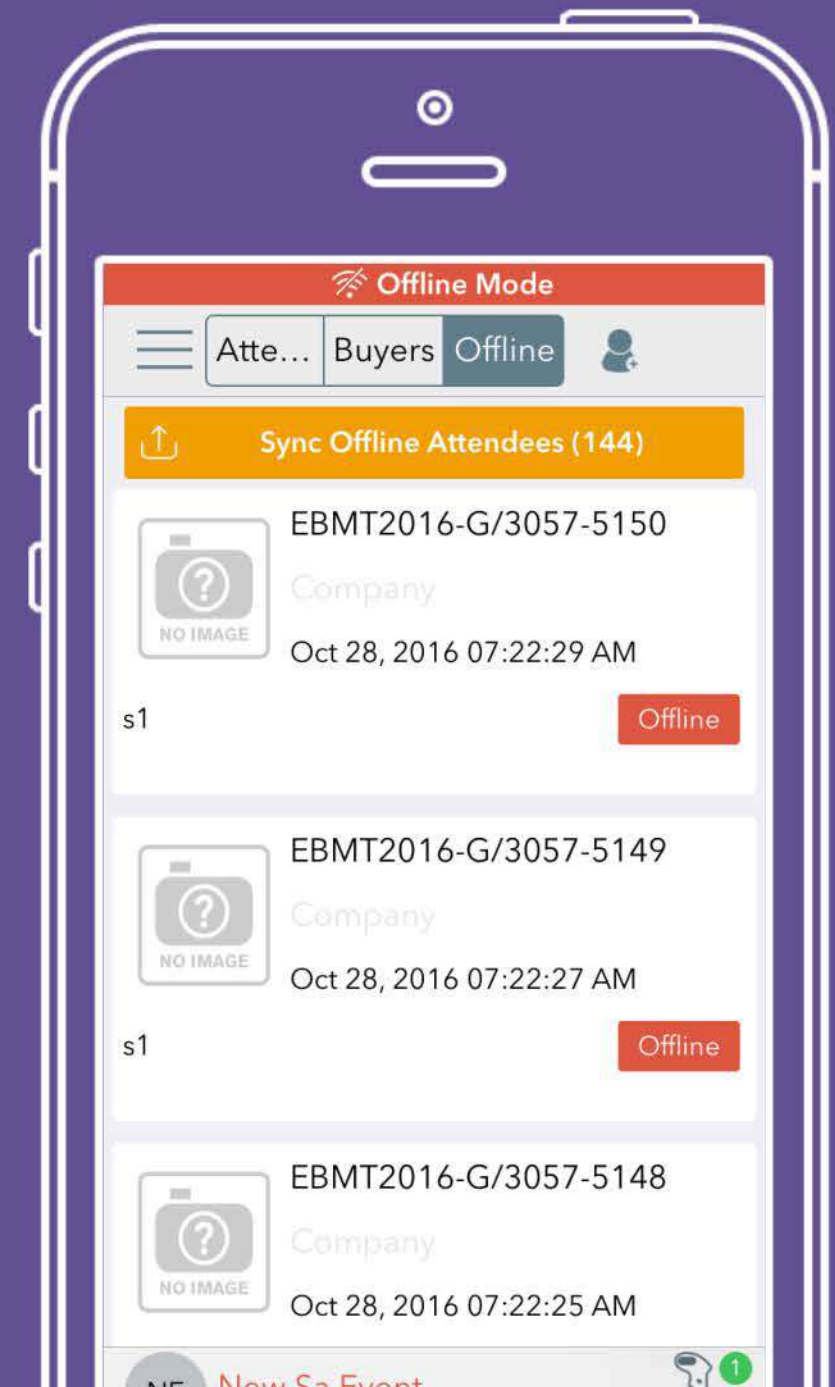
⋮



Onsite Registration



Native app so
works offline too



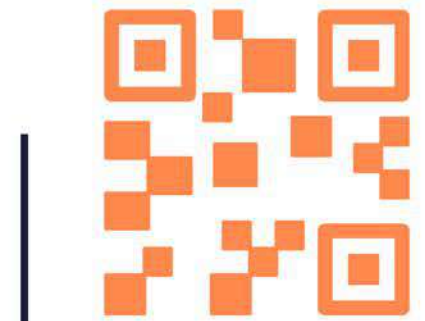
On Demand badge printing solution



BoothLeads

bl

bl



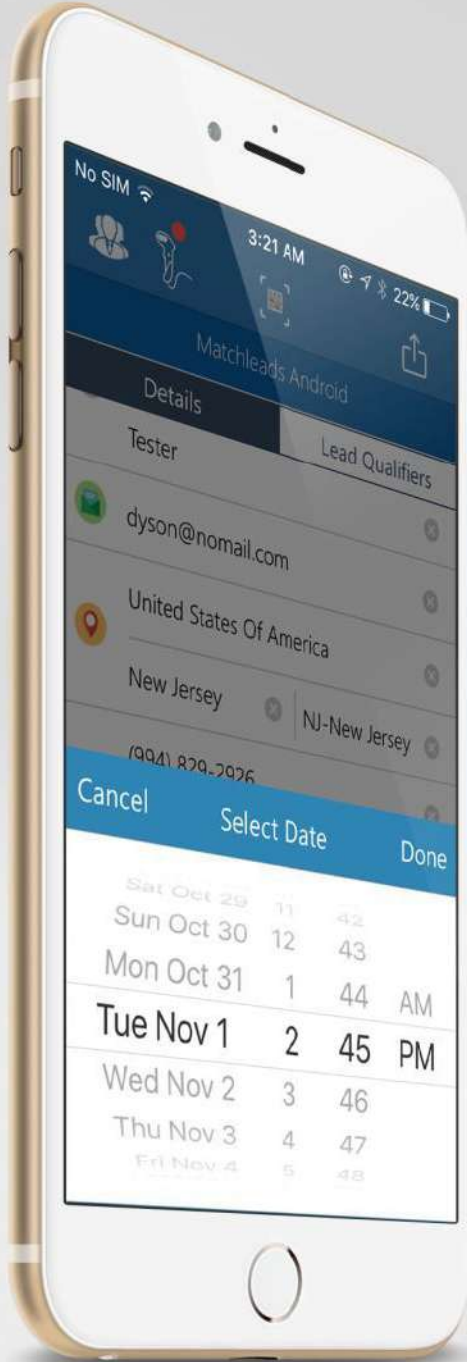
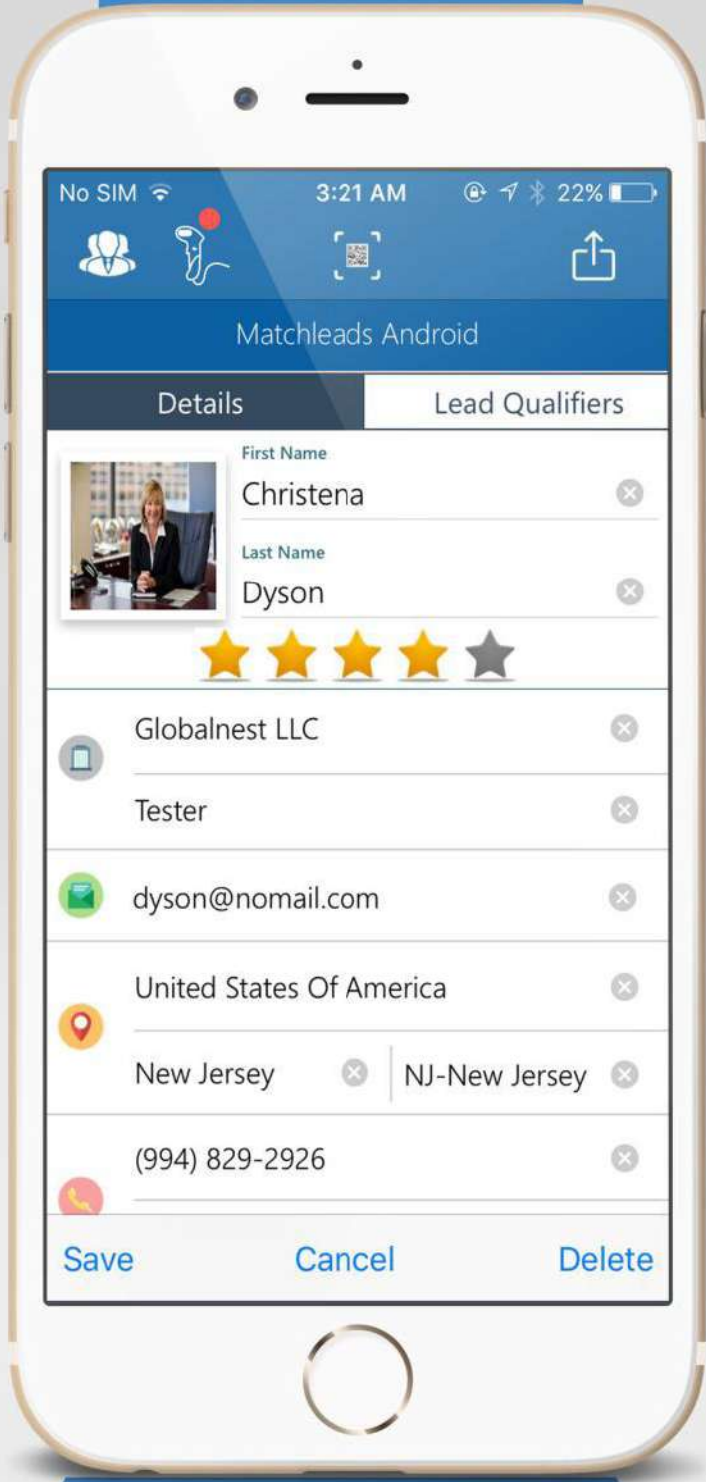
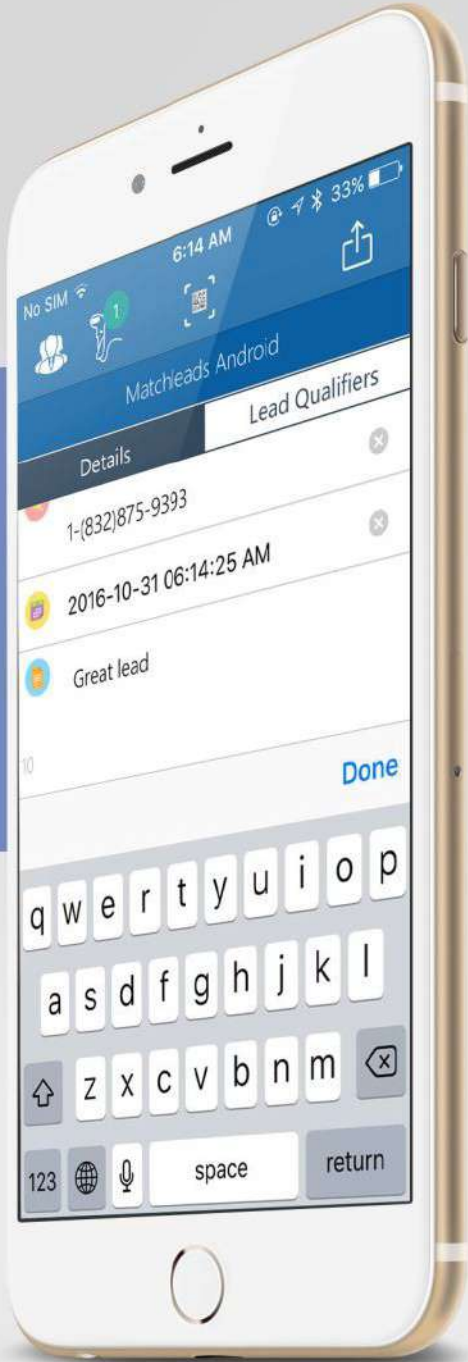
Scan QR codes and capture Leads

- Gather leads through a native app
- Scan barcode or QR code
- Apply ratings and additional notes
- Extract data after the event

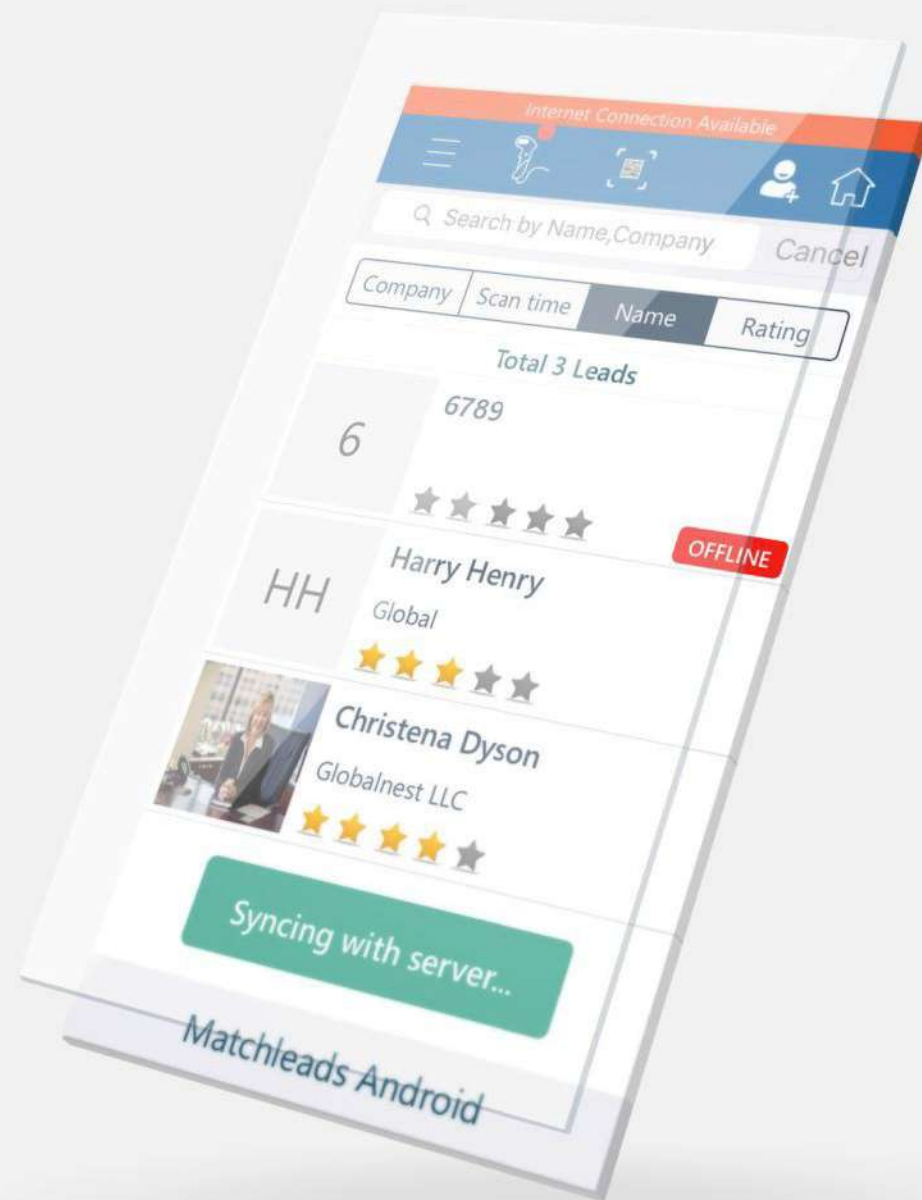
Rate
Leads

Take
Notes

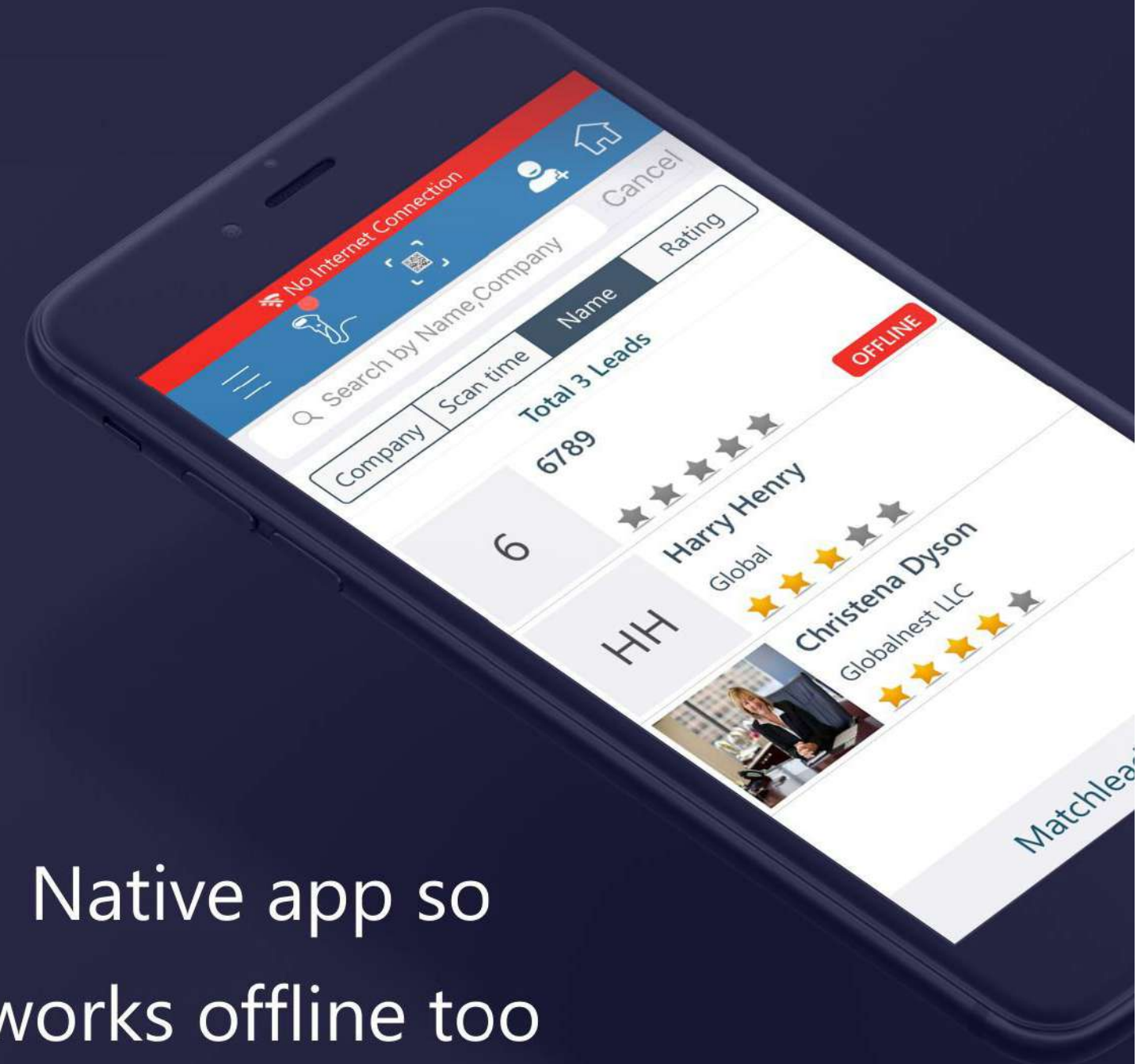
Schedule
Follow-ups



Leads sync with your
sales CRM



Native app so
works offline too





Why Eventdex?



Fast



User Friendly



Integrated

The Attendee Journey



Mobile App Features



**Interactive
maps**



**Survey
Questions**



**Lead
retrieval**



**Speaker
profile**



**Push
notifications**



**Attendee
connectivity**



**Exhibitor
profile**



Sponsors



**Social
connectivity**



**One-on-one
matchmaking**



**Attendee
check-in**



Networking



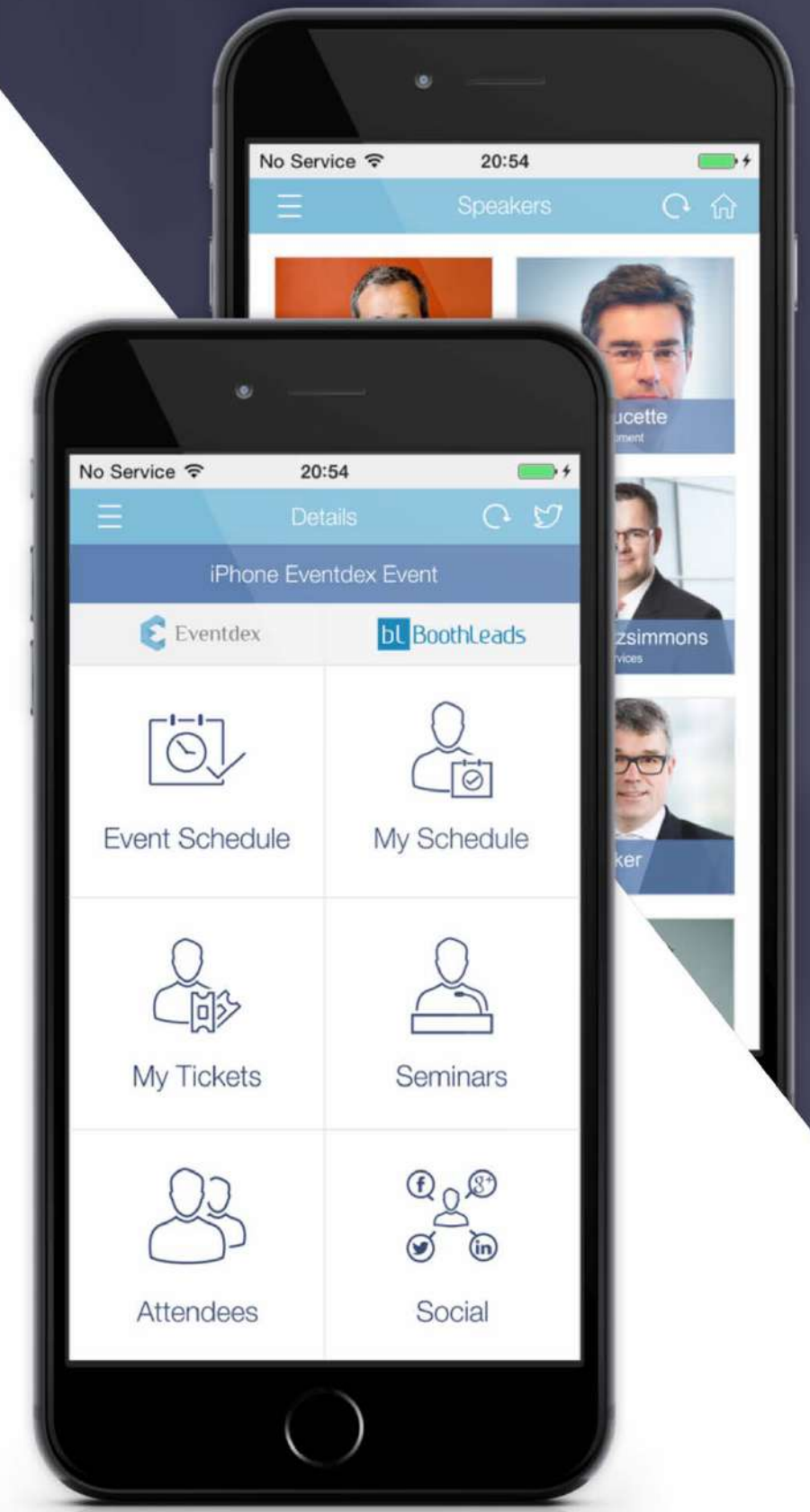
**Contact
Sharing**



**Direct
Emails**



**Attendee
list**



Challenges of Event Industry



Reporting

With Eventdex's wide range of reports you can analyze key event data and analytics



Data Analytics



Total Tickets

10052



Total Tickets Sold

10030



Revenue Generated

\$ 28126.00



Total Orders

10030



Total Attendees Registered

10006



Percentage Of Revenue

99.69 %

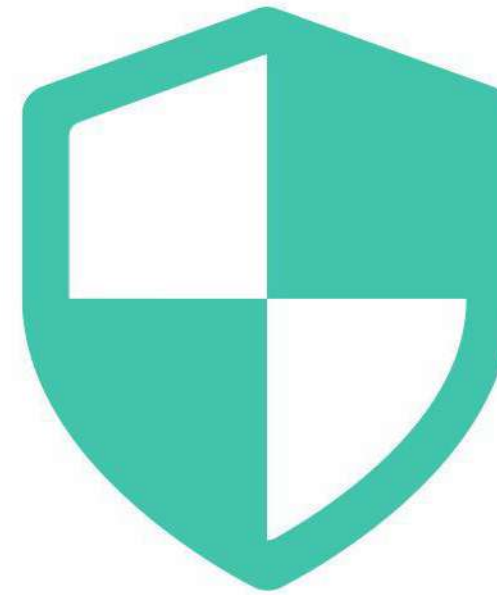




Support and Training

24*7 Live Customer Support | Live Training
Classes and user guides | Self help
customer portal | Assigned Account
Manager and Relationship Manager

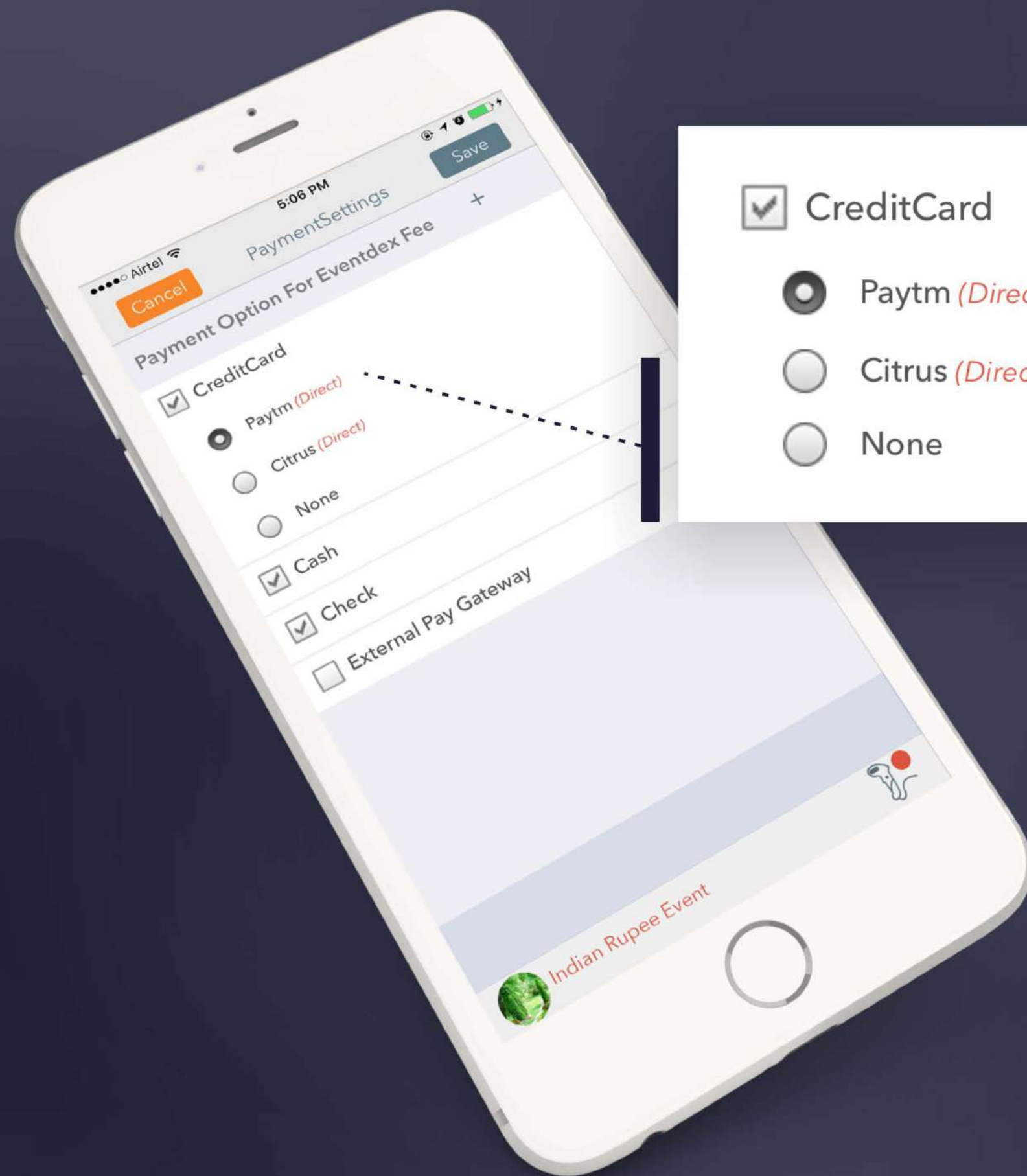




Data Security

Strict Privacy policy | You own
your data | Top tier data center
| No unscheduled downtime





☒ CreditCard

☒ Paytm *(Direct)*

☐ Citrus *(Direct)*

☐ None

paytm

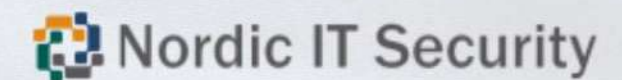
Citrus

**Paytm
and Citrus
Integration**



EVENTDEX ADVANTAGE

CLIENTS



Why Eventdex

01

**Simple yet
Dynamic
Registration
process
for
increased
attendance**

02

**More
business
leads for
exhibitors/
sponsors
thus more
ROI**

03

**More
revenue
for you
with these
revenue
monetizing
methods**

04

**Better
Engagement
between
attendees**



THANK YOU

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