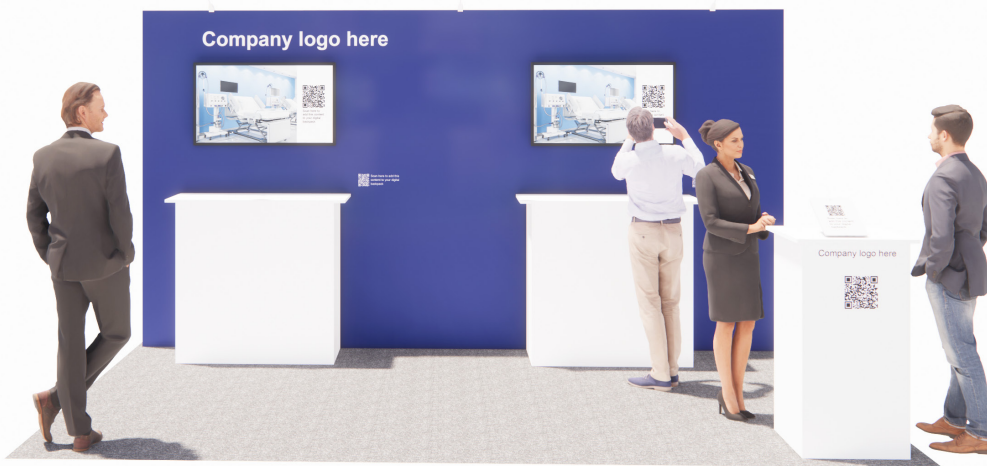


FACTsheet

Digital Backpack

Personalized digital content collection technology.



In today's environment, sharing information in a touchless format is key. Convention Data Services' Digital Backpack technology allows exhibitors a contact free way to engage with attendees and distribute product documents and company literature electronically during and after the event.

Digital assets such as PDF's or links to videos are easily uploaded to a portal prior to going on site. Exhibitors download and print their unique QR codes and display them on products or sales sheets within their booth during the event. Attendees who are looking for a contact free way to gather product information at their own pace scan the displayed QR codes using their phone. Using the digital backpack in addition to lead retrieval allows exhibitors to engage with attendees and collect valuable leads they may have missed.

Attendees receive a link post event to their digital backpack allowing them to review the materials they collected and add any other available product information from the exhibitor. This gives exhibitors another invaluable opportunity to engage with prospective and existing customers and increase sales. Exhibitors receive the qualified lead data in their portal with contact information of attendees that downloaded or interacted with their Digital Backpack, allowing teams a targeted follow-up post event.

Features & Benefits

- Self-serve digital content collection
- Contactless way for exhibitors to share product information
- Passive lead collection
- Personalized email with backpack contents delivered post event
- Eco-friendly solution

