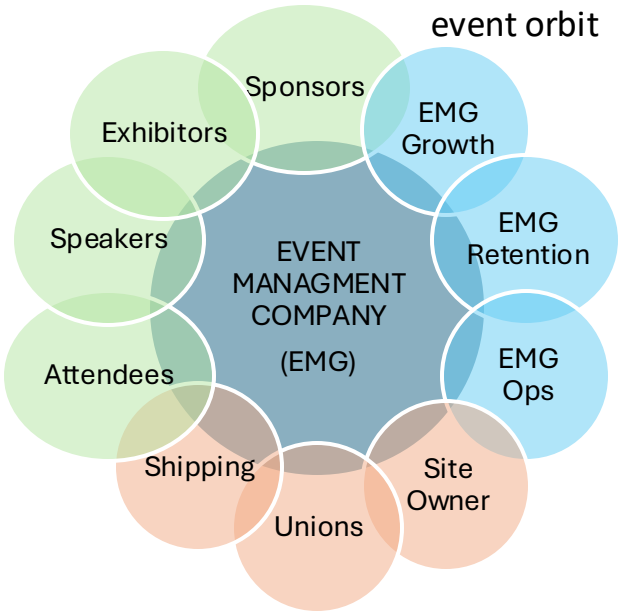
the future of event management, **locMESH™ by BleedIO Tech**

answering questions - generating insights - improving experiences

Traditional success "management"

Exhibition professionals know, given the number of stakeholders/roles involved, determining if an event was successful depends entirely on who is asking.

Managing success for the important and diverse groups inside the "event orbit", managers are often challenged by limited *actionable* data, subjective evaluations, and mismanaged expectations.



BleedIO's *tech-enabled* platform captures registrants' time, location, proximity, and pathing data to manage stakeholders' success

TIME & LOCATION

- live and historical
- idle versus moving

PROXIMITY

- specific exhibit areas visited
- sessions attended; booths passed

PATHING

- management and monetization
- engagement opportunities
- attendee can reference post event

CUSTOM ALERTS

- asset and VIP movements
- density, dead areas, traffic alerts

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generate insights, answers, questions and actions

CREATE VISION BEYOND THE VISIT

Understand with what, whom, and for how long a registrant engaged your booth, improving follow up

CAPTURE WHAT "COULD HAVE BEEN"

Evaluate non-converted traffic flow to improve sales operations, location selection, promotion etc.

EVALUATE EDUCATION SESSION VALUE

Measure engagement, before, during and after to improve promotion and enable follow up discussions

PROVE OUT SPECIALIZED PROMOTIONS

Measure engagement, time, volume, etc. to verify investment value and monetization policies

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Customers that have implemented our technology embrace their role as "pioneers", advancing the exhibition ecosystem, as well improving their business and those of their customers. Join them and join us today!

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