

## CONVENTIONS & EVENTS

### TARGET DIVERSE USER CLUSTERS

Get insightful data that can be leveraged to to achieve user segmentation such as; name, age, sex, postal code, last purchase date, tastes and preferences for highly targeted mobile campaigns.



### RE-ENGAGE & REWARD

Get an easy tool to retain customers and app's active users know your attendees/exhibitors and incentivize the right attendees/exhibitors with the fully integrated NearIT couponing system, add value to the app and generate more potential pre-event sales. Use NearIT for a complete feedback system. Get their input immediately.



### AN EASY & EFFICIENT EXPERIENCE

Provide a seamless ticketing and check-in process. Improve customer care by helping your venue visitors get the information they need when they need it. Communicate efficiently important updates & track the movement of users inside and outside venues to organize their flow better. Allow for an easier networking.



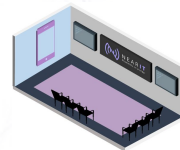
### ONE PLATFORM, ONE WORLD.

Your multi location or international mobile strategy in one platform. Manage all your mobile campaigns and set custom rules for every region your are reaching to. Get and compare feedback from different zones about the same campaign



### VISITOR & EXHIBITOR ENGAGEMENT

A new personalized communication channel to promote events & services, to create a visitor journey or to provide entertainment that allow users to interact with the world & things around them. Send text, multimedia or custom content which is triggered by users' own behaviour.



### VISUAL CAMPAIGN RESULTS

Get results that tell you how a campaign goes, depending on user cluster characteristics & location. User friendly & powerful campaign analysis tools that are visually displayed that can also be exported for further analysis

