

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 both show managers and exhibitors a contact free way to share event or product documents electronically. This new software eliminates high touch areas onsite and can be used for publication distribution, product specifications, flyer distribution, promotional bags or new product showcases.

For publication distribution, QR codes can be displayed for each publication and attendees scan the related QR code with their mobile phone to add selected publications to their Backpack. Similarly, this technology is perfect for product showcases. As attendees visit a product showcase, they can scan and add selected products displayed by scanning the QR code.

Show Management can also use the Digital Backpack to 'Go Green' and to reduce costs associated with the traditional printing and stuffing promotional show bags with sponsor information. Simply print one post card for your show bag. This post card has directions and a QR code that directs attendees to their personal Digital Backpack. In the online backpack the event 'Promotional Bag' will be at the top of the registration site giving your sponsors and their information prominence on the page.

Digital assets are easily uploaded to a portal prior to going on site. Attendees use their mobile phone to scan a QR code, quickly adding documents to their personalized online Digital Backpack. Attendees receive a daily email with a link to their online Backpack where they will find the digital items they collected throughout the event. Exhibitors and show management receive the qualified leads, who downloaded or interacted with their Digital Backpack, allowing teams a targeted follow-up post event.

Features & Benefits

- Self-serve digital content collection
- Perfect for publication distribution, product showcases and promotional show bag contents
- Contactless way for exhibitors to share product information
- Passive lead collection
- Personalized email with backpack contents delivered daily
- Eco-friendly solution



DIGITAL
BACKPACK

