

THE MEDIA EXCHANGE

Social Media Programmes  
Registration and Badging  
Market Research



## Registration and Badging

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### TME Website

[www.mediaexchange.me](http://www.mediaexchange.me)

## Background and Specification

Established in 1988 and based in the UK and Dubai, The Media Exchange provides the following services to the international Exhibition & Conference Industry:

- Badging and Registration
- Market Research
- Social Media Platform

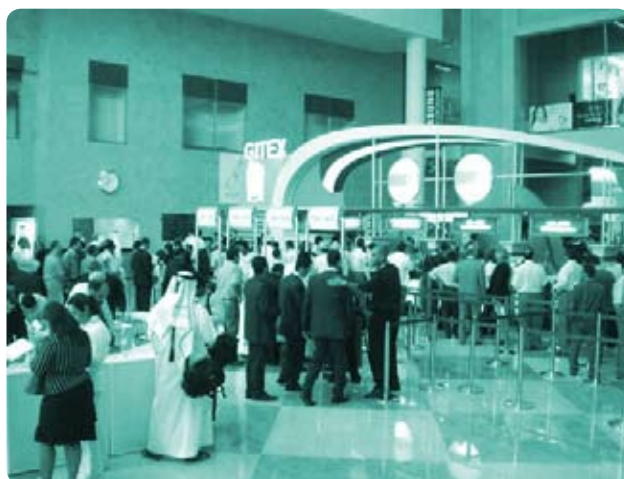
The Media Exchange's specialty is working in challenging environments. We were the first western-based exhibition registration company to enter the former Soviet Union. This included the states of Central Asia as well as Russia.

Using our sophisticated multi lingual registration software and highly portable and robust computer systems, we also work in Eastern Europe, Asia, China, North and South America, North South and West Africa, The Middle and Far East.

Our badging and registration system is tough enough to work in harsh environments, but it is also more sophisticated, in terms of data acquisition and integrated statistical reporting, than many systems used by registration companies in developed markets.

This is why we also work in the UK, Western Europe, Middle East and North America.

We provide our services to some of the largest organisers and high profile shows in the world. We also take pride in bringing the same level of sophistication and service to smaller organisers and events.



## Pre Show

### Online Analysis

We provide state of the art online visitor and exhibitor pre-registration solutions. We link your own website to our pre-registration website and reporting tools.

(See also how our pre-registration system links directly to our Social Media Platform)

### Our online system and tools provide:

- Exhibitor / visitor match making and appointment making
- Pro-active exhibitor promotions to pre-registered visitors

### Profiling back-office statistical tools enable organisers to:

- Estimate visitor attendance
- Predict the demographic profile and act to target shortfalls
- Market sub-sections to exhibitors who in turn promote your show
- Database Management
- List building, management and cleaning
- Merge year on year database
- Clean and upload to-pre registration site
- Data extractions
- ABC BPA audit compliant

### Database Fulfillment

The Media Exchange handles fulfillment and mailing of promotional material and pre-registration badges.

The Media Exchange, not only administers the campaign, we also provide a breakdown of individual components' effectiveness in our detailed management report analysis.

### We provide:

- Call Centre services
- Telephone hotlines
- Credit cards bookings over the telephone or web
- Incoming fax post email telephone
- Outgoing postal services
- Email SMS broadcast



## The System

The Media Exchange system is packed into custom made flight cases for ease of shipping. The system is designed to work with erratic power supply and electrical configurations found throughout the world.

The operator interface has been designed to appear simple but the software behind it is highly sophisticated and robust. This cuts down on staff training costs when using temporary staff. We register people in almost any language in the world, including Cyrillic, Arabic and Chinese. This gives the organisers the option to gather and keep their visitor data in English or the local language, for use in future direct mail and visitor promotions.

### Recognition technology

We utilise the latest non-intrusive bar code technology. This allows for fast and efficient entry of pre-registered visitors and their integration into the on-site show statistics. Exhibitors can also be provided with bar code readers to scan individual visitor details and collect leads. For high value conferences and events that have issues relating to security we offer Photo ID and RFID tracking options. Badges can be produced on paper or plastic as well as wristbands and pendants.

### On Site Reports & Statistical Analysis

The system generates extremely detailed visitor profiles and attendee status reports. This continuously updated facility, which is fully integrated with the online registration statistics, can be accessed during the event itself, giving show management an accurate picture of visitors by number and type.

### Conference delegates

We also provide a conference back office solution that integrates fully with our front of house system. The conference element of our software can handle conference payments as well as accreditation by hours attended. It can also produce certificates on site.

### Flexible configuration

Our software is designed to work at all sizes of exhibition and conference. The system can produce standard printed badges or a photo ID accreditation. Each terminal has its own printer and an outward facing screen. The screens allow visitors to check their details as they are entered. This process of verification enhances the quality of data captured. The screens can also carry logos, messages and advertisements.

### In-built failsafe and redundancy

The biggest failure of many international registration systems is their tendency to 'crash'. Our bespoke radio networking hardware / software allows terminals to continue to badge people on a stand-alone basis, with no loss of data and with fully recoverable statistics, even in the event of a network crash or power failure.

## On Site Management

Front of house management is often the key to a successful registration experience, especially in developing markets where registrations are not the norm. It is the first thing people see at your event. With our vast amount of experience around the world we are sensitive to the cultural differences and work with local security to ensure a safe and efficient front of house.

### Part of your On Site Team

Whilst we are on site we become an integral part of your team delivering an integrated front of house and registration solution that enhances the image of your event.

We work in all types of venues in developed as well as developing markets. We offer an alternative to 'local suppliers' of registration systems when UK and European based international shows travel the world.

### We advise you on:

- The best kind of badge for a given market
- Front of house layout
- Staff & management of the registration system
- Crowd control



## Post Show Data

### Data Cleaning

We combine the pre-registered and on site visitor databases to give a single database of attendees. The database is de-duplicated and put through an exhaustive check list of data cleaning and enhancement.

### Database Analysis and Profiling

We can not only supply you with your data we also provide you with a powerful graphical interface tool that allows you to search analyse and manipulate your data. This provides marketing insights as well as allowing organisers to run sub sections of the database for mailing purposes.

### Integrated Analysis and Reporting

We provide our clients with a comprehensive range of reports that allow them to take informed decisions on future marketing strategies.

### Analysis and reports:

- Year on year visitor comparisons
- Retention rate of individual visitors
- Analysis of returning visitors
- Post show attendance analysis
- Pre-registration conversion rates
- Trace to source conversion report
- Comparative show analysis
- Benchmarking shows on key performance indicators



## Our Credentials

Organisers we have worked with:

IIR Exhibitions, DMG World Media, Streamline Communications, OmanExpo, EMAP, Brintex, Nexus, ITE, Spearhead, Arc Group, Winchester Group, IBC, BGLA, Business Intelligence, Dabbagh Information Technology,

IML, Miller Freeman, Reed Exhibitions, Resources Exhibitions, Single Market Events, Turret RAI, Macmillan, PennWell Exhibitions, Messe Frankfurt, Deutsche Messe, Tarsus, Informa, UKTI

Other clients include:

The British Ministry of Defence (Army and Navy), Lever Faberge, The BBC, AMEC Building, BMW, Cisco.

### Countries we have worked in:

#### Europe

Belgium  
France  
Germany  
Greece  
Italy  
Monaco  
The Netherlands  
UK

#### Eastern Europe Asia

Azerbaijan  
Czech Republic  
Kazakhstan  
Poland  
Russia  
Uzbekistan

#### Africa & Middle East

Angola  
Bahrain  
Qatar (Doha)  
UAE (Abu Dhabi, Dubai)  
Egypt  
Equatorial Guinea  
Morocco  
Nigeria  
Saudi Arabia  
South Africa

#### Other Countries

Brazil  
China  
Indonesia (Bali)  
Malaysia  
Singapore  
Thailand  
USA

