

eventBit Recommendation Guide

Why eventBit?

Adding eventBit to your lead retrieval purchase gives you deeper insights into the traffic in your booth. Understand the visitors you don't scan and answer important questions like:

- Is my booth delivering ROI?
- Is it attracting my target audience?
- How long are people staying?

FEATURE	Lead Retrieval	eventBit	Premier Package
Badge scanning with enhanced lead retrieval features	✓		Varies by package
High-level data on traffic in your area of the showfloor	✓	✓	✓
Booth-level behavioral data, including visitor counts & average time spent		✓	✓
Time spent for each lead scanned in your booth		✓	
Multiple area measurement with area comparisons and heat map			✓
Data Analyst Support with available post-event reporting			✓

What size is your booth?

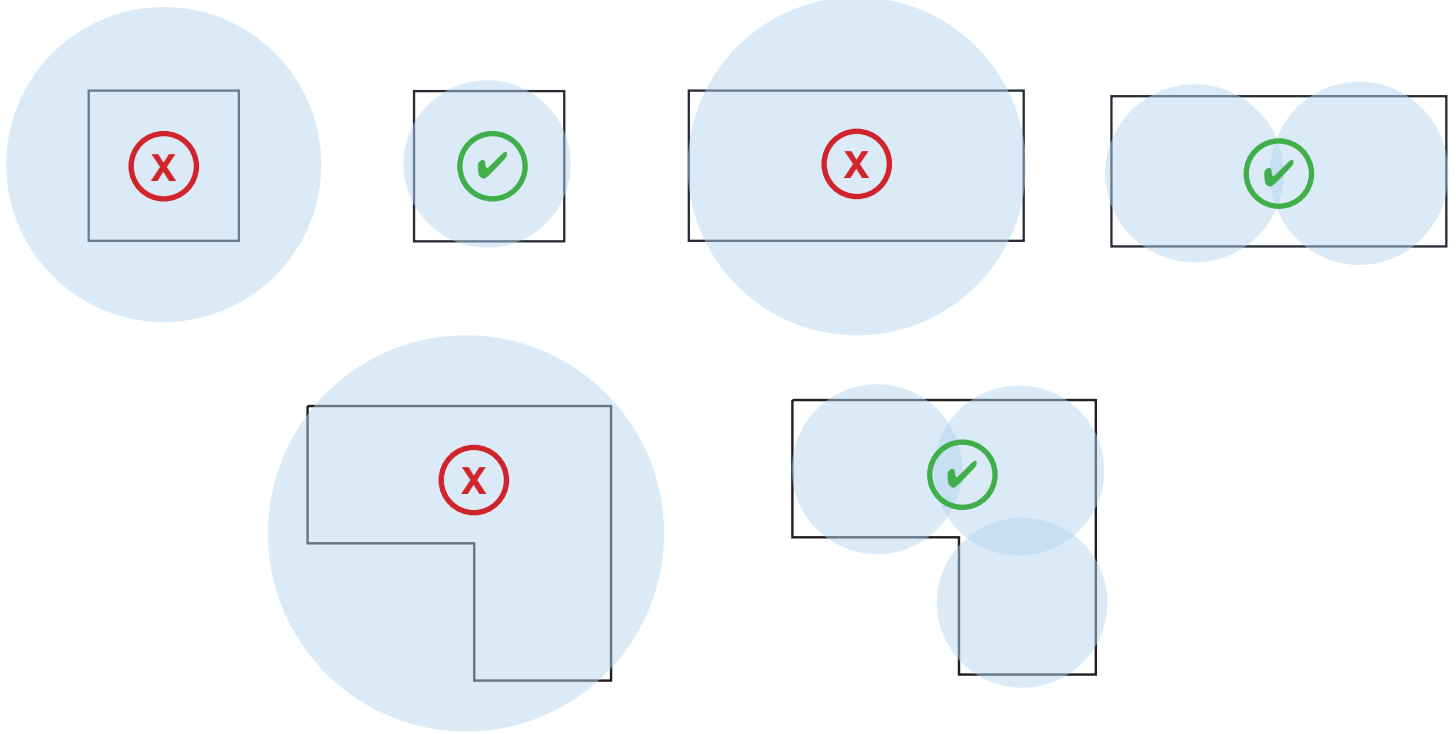
Receiver read distance is configured to measure exactly where you need it. For large-area measurement, each device can capture data within a 25-foot radius, large enough to measure an entire 50 x 50 booth. To capture individual areas within your booth, read distance can be set as low as one (1) foot.



continued on next page

What shape is your booth?

The eventBit receiver should cover the booth area *without* capturing traffic in nearby aisles or booths



How many areas do you want to track?

If you want to compare different areas in your booth space to understand things like:

- Which products are drawing the most traffic?
- Are my lounge or meeting areas being utilized?
- Is my layout impacting flow?



Booth Heat Map shows where the most traffic occurred