

TTMA & Insight Digital Media Presents

TIC 2017 Event Platform

June 5, 2018



FROM T&T TO THE WORLD

The all-in-one platform, specifically built for events



What is it?

INTRODUCTION

Our event platform is a mobile application tool that displays your company's information to attendees at an event through their mobile devices. This application does not only display your information, but allows you to share **multimedia** information like documents and videos on your profile which allows for greater attendee-exhibitor interaction.

This application is also a lead generation tool as it tracks user interactions and gives you valuable **analytics** and also **measures** how successful your participation in the event was.

HOW IT WORKS

Event attendees access the platform through the use of our wifi portal on their mobile devices and gain access to key information such as schedules, maps, attendee information, exhibitors and sponsors which help them navigate the event and much more.

Users can also login to post and share information on their favourite booths. They can also give **feedback** by liking and disliking exhibitor profiles and posts and even filling out an exit form. This feedback along with our **data tracking** can be useful to event owners and exhibitors to help improve at further events as well as gain **valuable analytics** and generate customer **leads**.

You can view a live, working demo here: <https://www.insightdml.com/ticdemo>



MAIN BENEFITS

Insight Digital Media goal is to assist in **REDUCING COSTS AND INCREASING REVENUES** to event owners and exhibitors. Cut your marketing and advertising preparation costs by more than 75% and let your investment in exhibiting at TIC 2017 be a success..

Here are a few reasons why our event platform is right for your business at TIC 2017:

- **Downloadable Resources**
 - Tired of carrying around way too many handouts to give attendees? Use the event app to give attendees access to your handouts on their mobile devices during the course of the event.
 - Print media is dead, flyers, banner and many other marketing mediums have long expired their relevance. Why spend thousands of dollars in print media without any form of monitoring its impact to its targeted market?
 - Having spent countless dollars in print, your documents or flyers often ends up being disposed of in places where the potential target pays no attention to it or even worse in the bin . Downloadable files on your exhibitor profile defeats that aspect ensuring that everyone who encounters your page will be able to download your information onto their mobile devices with the ability to refer to your documents at any time.
- **Attendee Networking**
 - Never miss an opportunity to connect with other attendees and exhibitors. Review event-goers through their individual profiles and start networking through the in-app event stream social post during the course of the event.



- **Promotions & Giveaways**

- Many exhibitors have great giveaways that they want attendees to know about. A great way to create buzz is by posting it on the event stream.
 - We recommend encouraging users to view your company's information and downloadable resources by giving away products or services to the first 10 visitors of your page which would be tracked by us. Just let us know beforehand and we will be happy to assist you.

- **Advertising Space**

- Take advantage of our ad spaces to help promote your company's products and services on the platform



What you get and what does it cost?

PLANS OFFERED TO OUR EXHIBITORS

Our three package (3) include general company information on your page. These include

- Company Name , Address, Phone and Fax
- Company Email
- Company Description
- Company Website & Social Profiles
- Company Contacts at Event

Basic Plan (Bronze)

- *Only \$300 TTD, was \$350 TTD*
- 1 Document upload
- Page View Analytics
- Document Download Analytics

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Accelerated Plan (Silver)

- *Only \$500 TTD, was \$600 TTD*
- Maximum of 3 Document Uploads
- Analytics included in Basic Plan
- Exhibit Like/Dislike Analytics
- Social links clicks Analytics
- Average time someone spent on your profile

Big Data Plan (Gold) - Best Value for investment

- *Only \$1,000 TTD was \$1,200 TTD*
- All Analytics from Bronze and Silver Plans
- Maximum of 5 Document Uploads
- Feedback attendees gave on your exhibit
- Your posts are treated as important which makes it easy to promote your products and services
- Post like/dislike Analytics
- Leads based on your company type
- Extra Analytics to help grow your business



ADDITIONAL PAID FEATURES

Prime Ad Space on platform

Our base price for this service is \$200 per ad. We want your business to experience the benefits of what we're offering, so the first 100 companies to sign up for this feature will receive a \$100 discount on the cost price of the service, thus resulting in only paying \$100 per ad for prime real estate on the platform during the course of the event.

Gamification

You can encourage attendees to visit your profile and download your files via promotions and giveaways.

Contact us at tic2017@insightdml.com for more info on these features.



How do you Sign Up?

OUR WEBSITE

You can sign up with the following link and await further instructions upon completion.

<https://www.insightdml.com/tic2017/signup/>

EMAIL

You can also email us at tic2017@insightdml.com and we would work with you to get you registered.

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We want our event application to help you reduce cost and increase revenue by taking advantage of our app features and **Analytics**. If you are hosting an event, don't be afraid to book us.

Come on board the innovation let us help you save on your business's marketing and advertising initiatives for this event.

[Learn more about us on our website](#)

We look forward to hearing from you.

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