KLEERTECH®

GENISYS EVENT REGISTRATION: INNOVATION & VIRTUALIZATION

Software White Paper 2020

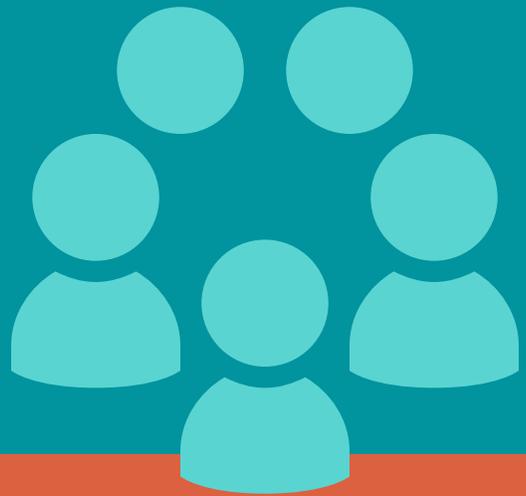# TABLE OF CONTENTS

OVERVIEW

For years, online and onsite registration services have been used to assist event managers with email campaigns, exhibitor and attendee signup, badge printing, tracking, and exhibitor lead retrieval. Aside from the social aspects that only an in-person event can provide, attendees have used these events to earn continuing education credits and to stay current in their fields. Exhibitors and sponsors have used these events to promote and demonstrate their products to a targeted demographic that can only be provided by these events. Unfortunately, with the current disruption to the event industry many would-be attendees are unable or unwilling to travel because of safety concerns or finances. KLEERTECH® has addressed concerns about social distancing, personal safety, and finances by developing a product that integrates the functionality of onsite and online registration with a virtual exhibit hall, multi-device video courses, no-touch check-in and germ-free registration supplies. KLEERTECH®'s solution encompasses online events, hybrid virtual/in person events and the all in person event. We want to ensure that event organizers are ready for whatever the future may hold.

Over 70%
of surveyed show managers expect a decline in revenue greater than 60%. SOURCE: PCMA.ORG, COVID-19 Resources and Insights

60%
of organizers believe that face-to-face meetings will be significantly impacted by the use of virtualization. SOURCE: PCMA.ORG, COVID-19 Resources and Insights

70%
of Event organizers believe that more stringent hygiene measures will need to be taken

79%
of show managers plan on adding a virtual component to their events

Component Summary

Revenue breakdown for registration was compiled by averaging revenue from various events contained in the Genisys database of past events. The majority of revenue is from exhibitors and sponsors.

Attendees

Exhibitors 42%

18%

40%
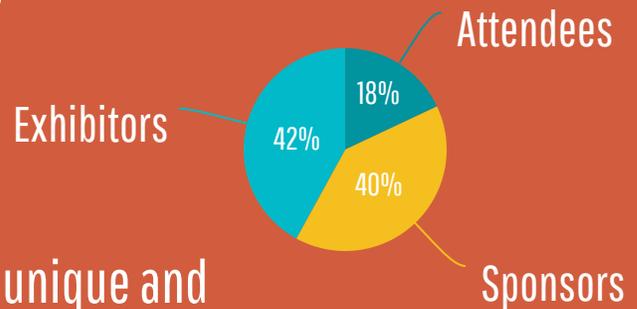
Sponsors

By offering attendees high-quality, unique and relevant content, we are able to provide exhibitors and sponsors with focused demographics for marketing their products and brand.

Genisys system components:

Exhibitor/Sponsor
Purchase show defined products, manage staff and virtual booth

Attendee
Event signup, attendee portal access, upgrades, attendee live sessions, access to virtual booths, video courses, earn continuing education credits

Virtual Speaker
Q & A with attendees and view video course statistics

Administration
Manage speakers, attendees, exhibitors, view reports

Virtual Exhibits
A platform where attendees view exhibitor's digital product demonstrations

Benefits of adding a virtual component to a face-to-face event:

- More relevant leads for exhibitors
- Exhibitor's product demonstrations are searchable and available to attendees anytime before or after the event.
- Increased exposure for sponsors
- Attendees have access to speaker presentations, anytime, anyplace
- Managers can split registration options to include a selection for online only at a lower price for would-be attendees unable to travel to the in-person event.
- Attendees can earn their continuing education credits at home
- Partial revenue streams from all groups is preserved even when an in-person event is canceled

Exhibiting Companies

Revenue breakdown for registration was compiled by averaging revenue from various events contained in the Genisys database of past events.
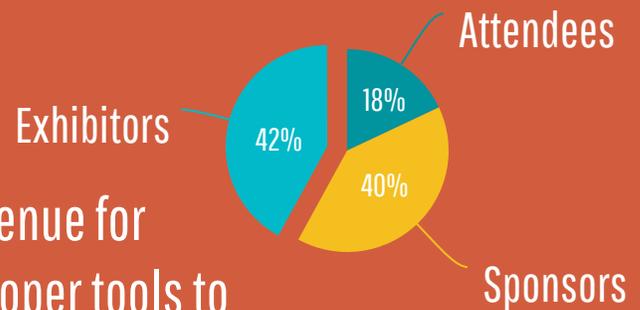
Exhibitors are a major source of revenue for show organizers. But without the proper tools to manage staff and connect with clients, organizations will be reluctant to purchase exhibition space.

Attendees
18%

Exhibitors
42%

Sponsors
40%

Vendor Tools:

Company Signup

Purchase a booth and/or a sponsorship and add-ons

Staff Management

Register and manage staff through a company portal created at signup

Virtual Booth

When enabled by show management, exhibitors will be able to create a custom web page that is viewable by attendees

For their virtual booths, exhibitors can:

- Create a custom profile
- Include videos of product demonstrations
- Automatically generate closed captioning in English and Spanish for the hearing impaired or non-English speakers
- View stats about page visitors
- See statistics on attendees who have viewed their product demonstrations
- Email attendees who have visited their pages.
- Create a keyword list for exhibitor list searches
- Respond to questions or communications from an attendee
- Publish question and answers on their page for other attendees to view

Sponsoring Companies

Revenue breakdown for registration was compiled by averaging revenue from various events contained in the Genisys database of past events.
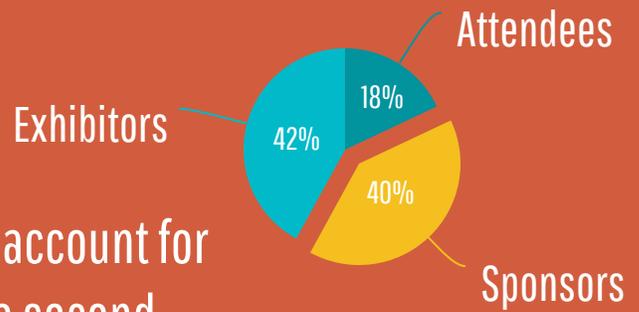
Though smaller in number, sponsors account for the largest fees per entity and are the second largest revenue stream for an event. Therefore, it is important they receive perks that go above and beyond those of the typical exhibitor.

Attendees

18%

Exhibitors

42%

40%

Sponsors

In addition to all exhibitor tools, sponsors have access to:

Banner Ads
Banner ads may be placed throughout the registration website.

Extra Staff
For events that include an in-person component, free and paid booth staff can be increased based on sponsorship level.

Virtual Booth
More features than the standard exhibitor

For their virtual booths, sponsors can:

- Have more keywords for the exhibitor search
- Receive a higher listing in the exhibitor search results
- Be allowed more product demonstrations than regular attendees
- Appear on any content page as defined by the show manager

Attendees

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Attendees

Exhibitors 42%

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Sponsors
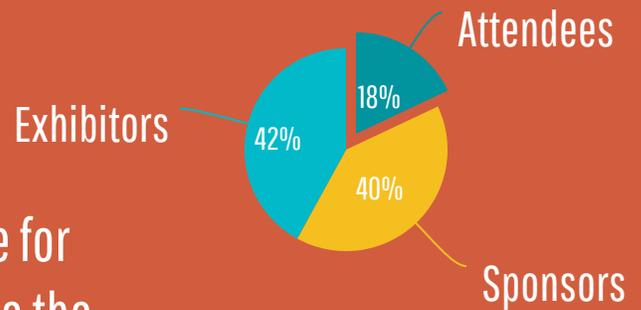
Usually providing the lowest revenue for events, attendees never the less have the buying power exhibitors market to and speakers seek recognition from.

Attendee Functionality:
Registration
Attendees can choose from lists of registration types, selections, and sessions

Integration
For organizations, attendee data can be integrated and verified with their customer database

Attendee Portal
Update personal information, change sessions, purchase additional options/upgrades

Virtualization
When enabled by show management, attendees can access the virtual exhibit hall and view speaker presentations to automatically accrue educational credits

From the virtual component, attendees can:

- View speaker video courses
- Monitor continuing education status
- Question speakers
- Search for exhibitors using keywords
- View exhibitor's product demonstrations
- Communicate with exhibitors

Show Managers

KLEERTECH® provides the support show managers are not likely to receive from other registration companies. We work closely with managers to create an event website and provide support in all areas until the post-show reports have been generated.

Show management is considered one of the most stressful jobs in the event industry, and our software's emphasis on simplicity, functionality, and support is key to managing a less stressful event.

Management Portal Functionality:

Registration

Exhibitor, staff, and attendee lists can be added manually or from a spreadsheet

Reporting

Pre-built and custom-built reports

Speaker Management

Speaker videos and other content loaded/modified

Exhibitor Management

Import, add update exhibitor information and content

Site Settings

All settings such as email content, pricing, availability dates, and site content may be modified through the management portal

From the virtual component, managers can:

- Monitor statistics
- Deliver attendees continuing education certificates by email and/or mail
- Manage all exhibitor content
- Manage all speaker content

Process Summary

1. Website Requirements	2. Website Design	3. Go Live
Gather website requirements. This includes: 1. Admission and other items that may be purchased. 2. Sessions that staff and attendees may sign up for. 3. Video course information	1. Implement requirements into Genisys 2. Import speaker profiles and content 3. Import exhibitor profiles if they will not be registering their companies on their own	1. Site is approved and tested 2. Test data is cleared out from system 3. Payment processor is made live 4. Email blasts sent to imported exhibitors 5. Prospective attendees are notified

4. Pre-registration	5. Onsite (In-Person Only)	6. Post-Event
1. Attendees sign-up 2. Exhibitors register their booth staff and included VIPs 3. Speaker videos/video courses can be viewed at any time	1. On-demand badge printing using contactless process with no-contact supplies 2. Session attendance scanning using beacon technology	1. Follow-up surveys 2. Mail and email continuing education credits 3. Post-show reports

Need more information?

For a live demo, visit the KLEERTECH® website at www.kleertech.com

For more information about our products and services, call us at 877.552.2343

Since 1985, KLEERTECH® has been supplying the event industry with environmentally sustainable supplies and services.