



Key highlights

4000 people were hosted in Orlando, Florida for ABB's premiere tradeshow allowing participants to collect product information via electronic brochures. They integrated the use of:

- 4000 ABB branded pokenPULSE
- 200+ pokenTAGs with ABB branded placards
- ABB-branded Poken Member Hub



With pokenEVENT, your marketing efforts get interactive, effective and measurable.

ABB Automotive & Power World

Automation & Power World is ABB's premiere corporate event bringing together partners, employees and industry vendors from all around the world. The event was attended by over 4000 people and was hosted at the Marriott World Center in Orlando, Florida. The week-long event featured a full tradeshow, product training sessions, sales meetings and a full suite of evening activities.



the challenge

The event staff at ABB planned a fully networked event, featuring each of the 4000 guests as active participants. The goal was to create a dynamic social networking environment where participants could interact directly with staff, vendors and other attendees to share contact information and connect on social networks.

In addition, ABB planned a unique "paperless" tradeshow that would allow all participants to collect product information via electronic brochures and provide sales information at each of the 200+ booths, or stations, on the event floor. To be successful, this "paperless" tradeshow required some specialized infrastructure. For example, the solution should not be dependent on wires or Internet-access and should be highly customizable to meet the needs of vendors from many diverse organizations.

the solution

ABB selected a team of vendors to provide the final solution. Showcare Event Solutions (www.showcare.com) for registration and lead management, and Poken for enhanced networking, "paperless" touch-based solutions and data capture. Together this team would be responsible for developing an integrated hardware/software solution to enable a "high tech experience" for 4000+ people.

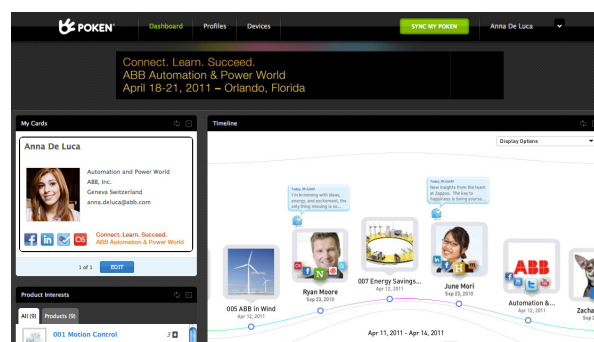


ABB branded memberHUB



About Poken

Poken is a suite of products and software that enable you to collect and exchange digital information in the real world with a simple touch.

We can deliver to your business innovative marketing solutions that will generate new business leads, while creating an interactive and innovative way for attendees to network and engage with information.



Contact us

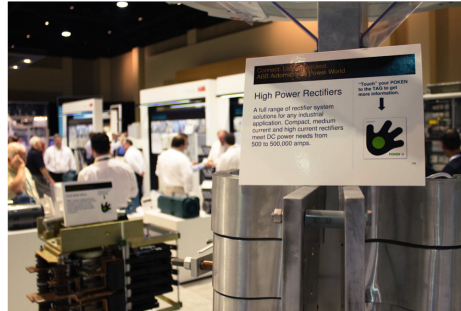
If you would like to include Poken at your next event, please contact us at:

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Using Poken's social networking platform -- and API -- an integrated registration system was created that enabled each person to create a unique social business card with their full profile information, including photo and links to Facebook, Twitter, etc. Once the guests arrived at the event, each were handed an ABB branded pokenPULSE and their social business card was quickly associated to it using a barcode scanner at each registration desk.



The Pokens would serve as both a social networking tool for guest-to-guest interactions, as well as a unique data capture device. The data capture piece was enabled by placing pokenTAGs on each of the many products and booths in the Exhibit Hall. At least one pokenTAG was placed in each booth, larger booths with many products had up to 20 pokenTAGs. Each pokenTAG was shown on a large placard for easy identification. In addition, each pokenTAG was then associated with a social object on the Poken platform that conveyed information about the Product, PDFs, Links, Photos and more. Attendees were then able to access their collected information during or after the event using their personal login to an ABB branded instance of the Poken member hub.

the results

This unique networking solution based on the pokenPULSE and pokenTAG produced a dynamic experience that benefitted both attendees and event organizers. Attendees benefitted from enhanced social networking, and a "green" way to collect information about the products they were most interested in. Event organizers benefitted from enhanced customer satisfaction, and by gathering detailed "social" information from the pokenTAGs that allowed them to measure directly the interest for specific products and services throughout the event.



For the ABB team, the ability to setup this unique "high tech experience" without wires or expensive infrastructure was an ideal match. The Poken "touch" at the ABB Automation & Power World was a major success, as judged by direct feedback and heavy utilization of the Pokens and Tags throughout the week-long event.

"Poken is excited to be able to participate in ABB's main yearly event as a critical piece of the social networking and lead gen infrastructure," said Steve Smith, Poken's VP of Products. "It was a fantastic showcase of how you can bring everyone into the action, including attendees, vendors and staff, using interactive NFC-based technologies."

In conclusion, the ABB Automation & Power World event was a great case study for the next wave of NFC-based networking technologies which Poken hopes to leverage to change the way that Event Organizers plan and run events, promotions and loyalty programs of all shapes and sizes.