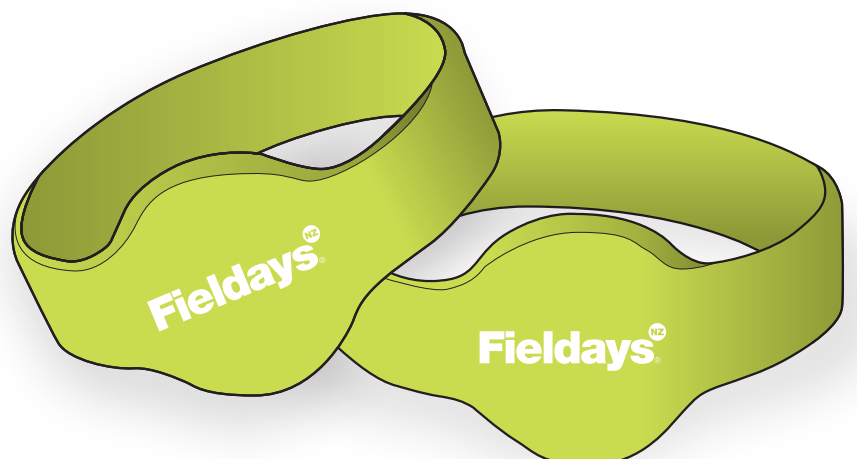


Fieldays^{NZ} EXPLORER BAND

Marketing Opportunities



APRIL 2021

Welcome to your

FIELDAYS EXPLORER BAND Marketing Opportunities Guide

A Fieldays Explorer Band connects visitors and exhibitors easily.

Simply tapping an Explorer Band onto an RFID reader allows you to collect visitor registration data in seconds.

From quick and easy lead capture forms to bespoke digital activations there’s an Explorer Band opportunity to suit your business.

What is an RFID reader?

At Fieldays, inside the Explorer bands there is a tag. A unique identification number is stored electronically inside this small tag. There is also a transmitter and receiver connected to the tag. The exhibitor devices send an encrypted radio signal to identify the tag. When the tag receives the signal it replies with its unique identification number, so the device and system know which wristband is being scanned!



Why do you need the Fieldays Explorer Band?

1. Capture leads* efficiently in real-time
2. Reduce manual data entry for your team
3. Better visitor engagement through multiple activation opportunities
4. More useable data - deeper insights into ROI

*Lead forms collect first name, last name, phone and/or email, as well as any extra information you include in your form (this is configurable in the Exhibitor Portal)

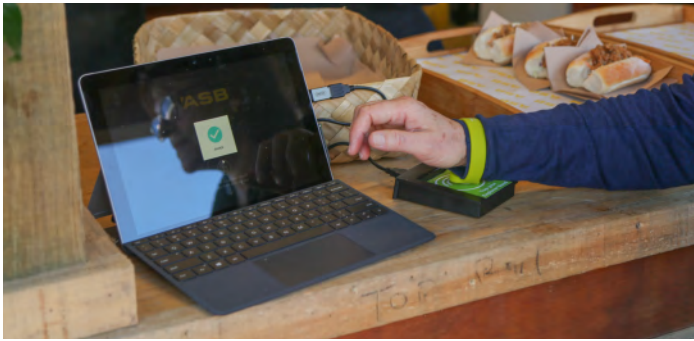
LEAD CAPTURE – from \$350

The easiest way to capture leads with a simple tap of the Fieldays Explorer Band. Exhibitors can use their own device (any modern Windows device with a USB port) and rent one of our RFID scanners, or they can rent handheld mobile devices.

See pricelist and breakdown page 5.

Includes:

- Simple lead capture
- Real time data dashboard
- Ability to capture additional information i.e. visitors city / region or industry etc.



BENEFITS

- Easily capture people details
- Speed up lead capture form
- Better capture ROI by being able to track the number of people coming to your stand.



SERVICE AND SUPPORT

- Lead capture forms will be installed onto handheld devices and they will be available to collect Monday or Tuesday from the **Society HQ** rear reception
- BYO devices will be sent application link to download and RFID scanners will be available to collect Monday or Tuesday from the **Society HQ** rear reception
- Exhibitors to collect all hardware by Tuesday the 15th and drop off on Saturday the 19th at the **Exhibitor Hub**
- Exhibitors can visit the support staff at the **Exhibitor Hub** during the event for any questions, additional training or support



DATA AND REPORTING

- Collect registration data* from anyone who tags onto your RFID scanner or handheld device
- Real time access to user data in dashboard
- CSV download of all the visitor data through your dashboard

*Data includes first name, last name, phone and/or email, as well as any extra information you include in your form (this is configurable in the Exhibitor Portal)

Society HQ rear reception is accessible from gate 2, past main reception to the rear of the building (please follow driveway past the main building carpark).

Exhibitor Hub is located in the Event Information Centre.

BRANDED ACTIVATION – from \$1500

Rent branded kiosks or tag stations to elevate your lead capture into an activation with more visual cut through and the ability to be self service. See pricelist and breakdown page 5.



BENEFITS

- Visually impactful
- Self service – users can interact with display with or without staff support
- Engaging and interactive
- A great way to capture competition entries



SERVICE AND SUPPORT

- Applications will be installed onto hardware and everything will be available to collect Monday or Tuesday from the **Society HQ** rear reception
- Exhibitors to collect all hardware by Tuesday the 15th and drop off on Saturday the 19th at the **Exhibitor Hub**
- Exhibitors can visit the support staff at the **Exhibitor Hub**, or phone in during the event for any questions, additional training or support



DATA AND REPORTING

- Collect registration data* from anyone who tags at your kiosk or tag station
- Real time access to user data in the dashboard
- CSV download of all the visitor data through your dashboard

*Data includes first name, last name, phone and/or email, as well as any extra information you include in your form (this is configurable in the Exhibitor Portal)

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CUSTOM ACTIVATIONS

A great way to elevate your site and drive maximum data capture and engagement is with a custom activation. Speak to our expert staff on what options could work for your brand. Custom activations include a bespoke application, supporting screens and hardware, full installation, onsite testing and training for your staff, packdown and onsite support.

See pricelist and breakdown page 5.

Examples of custom applications are:

- Multi-player games
- Quizzes
- Spin to win competitions
- Interactive screens with your products and services
- Photo capture (in front of display walls or in photo booths)
- Vending
- Fully bespoke ideas and production also available



BENEFITS

- Proven to be popular and will drive foot traffic (all options)
- Great way to ensure you capture data if you are creating an experience or giving anything away (vending and competitions)
- Ability to create user generated content (photo capture)
- Provide deep content for those wanting to really learn a lot about your product or brand (interactive screens with rich content)



SERVICE AND SUPPORT

- Installed on site for you on either Monday or Tuesday (to be arranged)
- Training for staff on how to use the activation
- On-site support during the event
- Packdown of activation



DATA AND REPORTING

- Collect registration data* from anyone who tags onto your kiosk or tag station
- Real-time access to user data in dashboard
- CSV download of all the visitor data through your dashboard

*Data includes first name, last name, phone and/or email, as well as any extra information you include in your form (this is configurable in the Exhibitor Portal)

PRICELIST AND BREAKDOWN

Product	Cost Per Unit
LEAD CAPTURE – from \$350	
Lead Capture Form	Free
RFID scanner rental (to use on own device)	\$350 + GST
Handheld mobile device	\$500 + GST
BRANDED ACTIVATION – from \$1,500	
Tag station (including printing of branded display)	\$1500 + GST
Kiosk with touch screen device (including printing of plinth decal)	\$1500 + GST
Basic Competition (i.e. tap to enter)	Free with kiosk or tag station rental
Branded Lead Capture Form	Free with kiosk or tag station rental
Takeaway Digital Content (i.e. instantly send visitors a brochure)	From \$1000 + GST
CUSTOM ACTIVATIONS	
Tag station (including printing of branded display)	\$1500 + GST
Kiosk with touch screen device (including printing of plinth decal)	\$1500 + GST
Photo capture application (i.e. phone application where you use either a green screen or a backdrop and a digital frame)	From \$3500 + GST
Spin to win competition (application only)	\$750 + GST
Interactive Quiz Game (one player)	From \$2500 + GST
Interactive Quiz Game (four player)	From \$9000 + GST
Interactive Vending Machine - with data capture and product giveaways	From \$8000 + GST
Large format digital displays (screen only)	From \$5000 + GST
Large format digital displays (touch screen or controlled with tablet) with bespoke content	From \$5750 + GST
55" screen displays (screen only)	From \$1200 + GST
55" screen displays (touch screen or controlled with tablet) with bespoke content	From \$1950 + GST
Custom application	POA
Custom hardware	POA

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SIGN UP TODAY FOR FIELDAYS EXPLORER BAND

For enquiries: info@fieldaysonline.co.nz

