

## MANAGEMENT COMMITTEE BENEFITS

For management committees, **Cata-log** allows several benefits with very little extra input. The data required from the committee is generally the exhibitor and event CSV files, (including exhibitor ID, site ID, exhibitor name, ABN, category, phone number, email address, event, time slot, etc.), current site map, specified GPS points, event logo, sponsors logo and preferred colour scheme.

The latest corrections and information updates will always be available, due to the App being cloud-based and live.

### Some of the main benefits are:

- The App is anticipated to be provided as a free service to visitors, (based on an exhibitor-funded model).
- Each management committee can individualise their App theme.
- Management committees will have a new advertising space, for the App/event sponsor.
- The new service to exhibitors, should increase sales opportunity and lead conversion.
- Database allows objective measurement and assessment of sales and marketing directions, for both exhibitors and management committees.
- Extended services for exhibitors and visitors.
- Continuously correct data regarding the event.
- **Cata-log** can be used for other trade shows or functions at the same site, throughout the year, with similar terms of use.

A one-off site set up fee is applicable for setup and data input, which can be drawn from the advertising.



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**APPTICON**  
"FOCUSING ON THE DETAIL"

# CATA-LOG EVENT APP

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UNLOCKING EVENT POTENTIAL



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# UNLOCKING THE POTENTIAL IN YOUR EVENT.

The 'Cata-log' application is intended to enhance the visitors experience at an event, by allowing the visitors to specifically search and save exhibitors by key words and specials either at home, prior to, or during an event.

This cloud-based App is specifically designed to leverage the visitor's usage and behaviour to increase the connectedness for the visitors, exhibitors and management committees.

Thus unlike traditional directional Apps for visitors, **Cata-log** is designed to provide beneficial services to visitors, exhibitors and event managers alike.

Cata-log App is suitable for use on both PC and mobile devices

## VISITOR BENEFITS

**Cata-log** has been designed around a search engine that allows visitors to view, save and sort exhibitors of interest to their personal Show Bag.

The Show Bag collates the personalised exhibitor list before and during the event, creating a concise itinerary and notes that are in one easy-to-access reference point.

The Show Bag can be further edited, added to and reviewed during the event or at sometime later to re-connect with the exhibitor.

The App will effectively become the visitors' personalised directory/contact list for the **Cata-log** events attended throughout the year.

The contact list and saved data will be available and easily referenced on the visitor's smartphone or home PC, as opposed to the traditional piles of pamphlets that have been collected in the past.

The visitors login will remain the same for any **Cata-log** event, making the Show Bag/contact list a great resource for visitors and further increasing the exhibitor connectedness and longevity of the services that the event provides.

## EXHIBITOR BENEFITS

The App has also been developed as a portal for the exhibitors to improve lead and contact conversion from each event. The App provides several opportunities for the exhibitors:

- ➔ Exhibitors have the ability to input and manage their own keywords, which can individualise their products and increase awareness and traffic to their site. (ie. brand names and associated words).
- ➔ Reduce the cost of printing pamphlets.
- ➔ **Cata-log** provides the exhibitor with a CRM (Customer Relationship Management) System that can track phone and email conversations as well as implement direct marketing campaigns, for the visitors that have elected to be on an email/newsletter list.
- ➔ Objective data analysis can be benchmarked.
- ➔ Exhibitors can provide 'non-public' websites, which may contain specials or specifications, for visitors that physically have approached the site.

In-built CRM to manage leads and monitor conversion rates.

Exhibitors will primarily fund the App by paying for access to the increased search capability, database interactivity, benchmarking and CRM system.

A tiered user-pays system will allow exhibitors to choose exposure and data capture packages. Exhibitors that do not pay and register will still be displayed and have similar search ability as the printed catalogue.

- ◀ Show Bag screen with saved exhibitors, hyperlinked contacts (phone, email, URL) and notes. Each column can be sorted to further enhance collected contacts and information. The Events Tab allows quick reference to daily activities.



Unparalleled search functionality

