

# RX events are becoming **SMART**

**OE** 2023  
Offshore Europe  
5-8 SEPT  
2023  
ABERDEEN, UK

**SPE Offshore  
Europe**  
CONFERENCE & EXHIBITION

**Simple, effective** and **sustainable** in 2023, step into a whole new world of lead data capture and qualification.

## What is a **SMART** event?

It's a suite of user-friendly tools, which will enable you to collect and organise qualified lead data from your targeted audience and to digitally distribute your marketing material directly.

This unique ability will maximize your ROI from our events and services to generate valuable connections and future revenue.



## The **Smart** **Reader**

At your stand or feature area you strategically place your smart readers allowing visitors to use their badge to collect content and product information digitally and sustainably whilst exchanging with you their digital business card.

You may choose to have one reader for your business or multiple readers dedicating each one to a product/service or product line.



## Managing your **data and content**

Pre-show in your SPE Offshore Europe Exhibitor Portal you will be able to upload and assign your content to your readers and configure your App questionnaires. During the event monitor your leads in real time and view analytics in your dashboard. Download your leads at the end of each day to send follow up communications.

## It all starts with **The Badge**

The badge is not just a ticket to entry, but a digital business card to exchange contact details with and a digital briefcase to collect content, and product information.



## The **Badge Scanner** App

Your onsite staff members also have access to our lead capture app, enabling them to capture leads and capture the conversations they are having at the show.

By preconfiguring the app you can set up specific questions or forms for your teams to follow, or just capture in free text the details of the conversation and even rate the quality of the lead.



## **Data collection**

At the end of the event, you'll be able to harvest and analyse your rich data collection and upload it to your own CRM and marketing platforms to use going forward.



# Top tips for SUCCESS

## Before the event

- Choose the package that best supports your business and products.
- Create targeted content and marketing materials specific to your goals.
- Customise your questionnaire on the Smart Reader App to get the most out of your visitor interactions.
- Consider the best placement for your Smart Reader: we recommend a wall mount that is eye-level and easy for visitors to access.
- Discuss and set expectations with your stand staff to ensure exhibition success.

## Post event

- Log in to your account to retrieve captured data.
- Permanently save your data by uploading it to your own CRM and marketing systems.
- Make quick use of your new data, acting while opportunity is most rife.

## Packages & pricing

Stand size	App licences	Reader	Pricing
FTE & up to 8sqm	1	1	£ 200
9-16 sqm	3	1	£ 300
17-49 sqm	5	2	£ 500
50+ sqm	5	5	£ 1,000

The marketing opportunities for your business and products are endless, as are the opportunities for you to connect with a larger, more targeted audience.

## At the event

- Brief your staff to ensure that everyone is aware of pre-set intentions and targets.
- Proactively engage with visitors via your Smart App Reader for qualified data leads.
- Alternatively, encourage visitors to interact with your Smart Badge Reader – especially good in instances where all staff are otherwise occupied and/or for interested passers-by.

'With the Reader on the booth and also on the product zones. It is a great way to collect and distribute information. We are using both the Reader and the App and the idea of having the Readers in the zones and where we don't have staff it is fantastic. We are actually spread across the event staff being there. Visitors can get our assets, we have their information and we can follow up on them. It is a very interesting interaction and easy. We arrive in the office and share the data with our colleagues based on visitor interests.'