



# Exhibits Social-Distancing Accommodation

## Quick Summary

A **“no-touch”** Attendee & Exhibitor connection.



### How it works

1. tXpo assigns a unique texting short code to each of your exhibitors, and provides a booth sign (8½ x 11) to each booth to promote this feature.
2. Attendees text/respond to the signage, and receive an immediate reply with a private link to that exhibitor’s literature and show specials in digital form (**Green** feature)
3. The exhibitor receives the attendee’s inquiry/contact information for follow-up later by phone or email



**NO - or minimal cost!** tXpo pays for itself by charging a small service fee to exhibitors for the inquiries that are collected by the system. Accessing these sales inquiries is entirely optional, but exhibitors are likely to do so. The revenue is then shared with the event organization on a percentage of gross basis. Service fees and revenue share percentage rates are set per event.

### Greens the Event

- Dramatically reduces the paper load by electronically transferring literature and documents
- Electronic documents are preferred by today’s tech-savvy audience.
- No need to carry a bag filled with paper!
- No need to discard all of that paper!
- No need to SHIP all of that paper to the event!
- Files are easy to find on **tXpo** or your computer device
- Lightweight attendee movement around the event.



### Brings New Revenue

- Exhibitors optionally pay a service fee for the individual inquiries collected by **tXpo**.
- These revenues are shared with the show host, bringing new previously unrealized revenues.

### Connects Attendee & Exhibitor

- No need to take time asking attendees to fill out forms
- When attendees text a booth code, their contact info is captured
- Attendees are optionally prompted to also provide their name and email
- Exhibitors acquire these inquiry details on the exhibitor portal
- Uses the technology tools that attendees already have & know.

**JUST SAY  
Yes!**

### Facilitates Social Distancing

- Even when the virus scare is over, Social Distancing will remain in the minds and practice of many people for some time to come
- tXpo facilitates social distancing by allowing Exhibitor literature to be gathered digitally, and “at a distance.”
- tXpo facilitates an electronic connection between attendee and exhibitor -- allowing them to keep a distance at the show, but connect by phone or email later.

### Lightweight Deployment

- Requires **NO** onsite infrastructure
- Does not interface with registration, badging, or any other management system.

### System Stands Alone (simple deployment)

- No onsite infrastructure
- No special app
- No instructions
- No usernames or pwds
- No registration
- No badging





Exhibitors get valuable **Consumer-Initiated** Inquiries.

	A	B	C	D	E	F	G	H	I
1	Cell Number	FirstName	Email	Views	Downloads	Activity	Zip Code	City	State
2	(343)555-0199	Randy	rdlar@ema	8		3 <a href="#">Details</a>			
3	(756)555-0178	Linda	lrsew@gm	3		6 <a href="#">Details</a>	52577	Oskaloosa	IA
4	(543)555-0122			9		5 <a href="#">Details</a>	60609	Chicago	IL
5	(622)555-0188	Dan		12		9 <a href="#">Details</a>	37209	Nashville	TN
6	(219)555-0165	Laura	Ldellr@ne	6		6 <a href="#">Details</a>	32808	Orlando	FL
7	(855)555-0145	Tom	tlawr@ma	15		9 <a href="#">Details</a>			

## Demo Exhibitors

These various “fictitious” exhibitors are set up for demonstration purposes within an equally fictitious exposition -- called the “Perpetual Demo Show.” These are also featured on the demo booth signs. However, the tXpo system does not know that this event isn’t real, and will interact with you in exactly the same way as it will ultimately engage with your attendees. Give it a try!

All documents provided through this demo are publicly published from each demo vendor, and are provided only for demonstration purposes. Engage all features for full understanding.

Note: Each exhibitor’s texting code can be disconnected from their booth number if desired. This would further require physical presence in order to utilize. However, the 2 letter prefix is event-unique, and would remain an essential part.

Demo text-to number: **844-930-0710** [Demo Booth Signs](#)

Booth	Name	tXpo Code	# of Files
<b>RV Show Examples</b>			
5200	Camping World	<b>PD5200</b>	14
243	Paine RV	<b>PD243</b>	3
<b>Farm Show Examples</b>			
7210	Kinze Mfg	<b>PD7210</b>	10
600	Case IH	<b>PD600</b>	17
<b>Boat Show Examples</b>			
8740	Starcraft Marine	<b>PD8740</b>	3
15000	Shoremaster Docks	<b>PD15000</b>	5
<b>Home &amp; Garden Show Examples</b>			
8700	Grasshopper Mowers	<b>PD8700</b>	3
4550	Pampered Chef	<b>PD4550</b>	0
4570	Tropitone Outdoor	<b>PD4570</b>	2
<b>Exposition Services</b>			
160	tXpo SMS for Expos	<b>PD160</b>	3

**JUST SAY**



**It’s SO EASY! You just say, “YES, Let’s do this” - and we take it from there.**

There’s only a couple of bits of info that we will need.

**SMS Compliance:** tXpo is an interactive or conversational SMS service. It responds only to texts initiated by the attendee, and sends only texts to respond to attendee-initiated requests. It is not a subscription service. Interaction ends when the attendee stops engaging (when they leave the event).

Upon initial engagement, the attendee will receive a “First Use” welcome text, and also a “Terms” text in addition to the usual reply regarding the selected exhibitor. After a short pause, the system will also try to collect “optional” data - First name, zip-code and email. After that, it replies ONLY with specific exhibitor data in each reply. The User may opt-out - or simply cease engaging tXpo.us - at any time.

All industry protocol mandated SMS messages/commands are observed, and all appropriate notices are provided upon initial engagement. Data gathered by the system is held strictly confidentially, is shared only with the exhibitors specifically designated by the attendee, and is not shared or sold beyond the stated and noted purpose. Each event’s engagement is considered new, and all appropriate notices are provided anew.

