



# Product Locator S Y S T E M

*Works with **SMART-reg's** pre-registration  
and on-site registration systems.*



During the pre-registration process, once the attendees have registered, they are taken to the **Product Locator** site where they select the products or services which interest them. Then on the screen they can see and print out a list of exhibitors which match their interests.



On-site, once the registrants have received their badges, they are encouraged to go to the **Product Locator** area where a bank of computers and a laser printer is available for use. From these terminals, attendees can swipe or tap their badge to activate the program.



The benefit of having the attendee use their badge to access the **Product Locator** is the demographic statistics. We track which products and services each attendee selects. This information can prove useful in selling booth space for future shows.

Another value-added feature for Show Managers is the ability to provide exhibitors additional leads of those attendees who expressed interest in their product or service yet never visited their booth.

Once the program is activated, attendees can select their interests and print out a list in booth order.

For more information contact us at **888-999-9169**

**SMART-reg**  
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