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## SMART-reg International, Inc.

Arnie Roberts, president and CEO of SMART-reg International, Inc. has introduced his latest ancillary product, SMART-mat. The simple device tracks the number of people entering and exiting a space by counting footfalls.

The inexpensive device can differentiate multiple footsteps (i.e. two people simultaneously stepping on the mat) as well as footfall direction. Data can be collected every half-hour or more frequently such as every minute. Easy to slip under a rug, the device can track traffic in different and specific areas but avoid the challenges associated with more complex requirements, such as rigging.

Reach Arnie Roberts, president and chief executive officer, SMART-reg International, Inc., at (650) 565-9200, (888) 999-9169 or [arnie@smart-reg.com](mailto:arnie@smart-reg.com)

## MAPPING EXPOCAD

EXPOCAD has expanded its mapping capabilities outside of the show hall. Its new geomapping function permits attendees to view maps broader than the venue, such as those of the city, and marking relevant information, such as hotels in the room block, bus routes, off-site events and area businesses (who pay to participate). All are identified with icons.

Map users can turn these icons (such as those for restaurants or hotels) on and off; they can obtain directions to any destination; and they can gain access using their typical method of web surfing. Desktops, laptops and web-enabled cell phones all work.

Organizers can generate revenue by selling placement on the map to area restaurants, nightclubs and other entertainment venues. Sponsorships can also help to boost the bottom line. Seamless integration maintains the show branding.

Reach Richard Stone, chief executive officer, EXPOCAD, at (630) 896-2281 or [rich@expocad.com](mailto:rich@expocad.com).

## MapYourShow (MYS)

Show organizers often want to put their events on a map—literally. MapYourShow (MYS) provides this capability with seamless interactive mapping of the show floor. Organizers can make changes in real-time, exhibitors can advertise specific products and services in association with their online booth and attendees can map out their show.

Full management dashboards make it easy for show organizers to manage the map while exhibitors can use it to determine who is looking at their information. The ability to create enhanced exhibitor listings, including the addition of video, provides greater awareness and marketing for exhibitors and another method of revenue generation for show organizers; banners are another option. Attendees benefit from easy searches and printed maps outlining their agendas, including session schedules. A kiosk option brings these benefits to the show floor.

Reach MapYourShow at (888) 527-8822.

## You Are Here

You Are Here by MarketArt, Inc., presents an alternative to the printed show floor map. Set up on eye-catching flat-screen devices (the company avoids the term 'kiosk'), the system provides not only the location but also a marketing opportunity. Company representatives point out that not all attendees pre-plan their show visit. Some will plan on-site, and will therefore want to search by product and category as well as by exhibitor.

When an attendee initiates a search, relevant ads and promotions appear down the side. Exhibitors have the option to enhance their listing with ads and promotions. Fees for these

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**Total and Divide by Two!** SMART-reg International, Inc. has a new welcome mat for exhibit halls that doubles as a crowd counter. The concept of the new SMART-mat is simple. The device records footsteps as attendees walk across it and updates the crowd count every minute. Yes, SMART-mat can tell when more than one person steps on it simultaneously.