

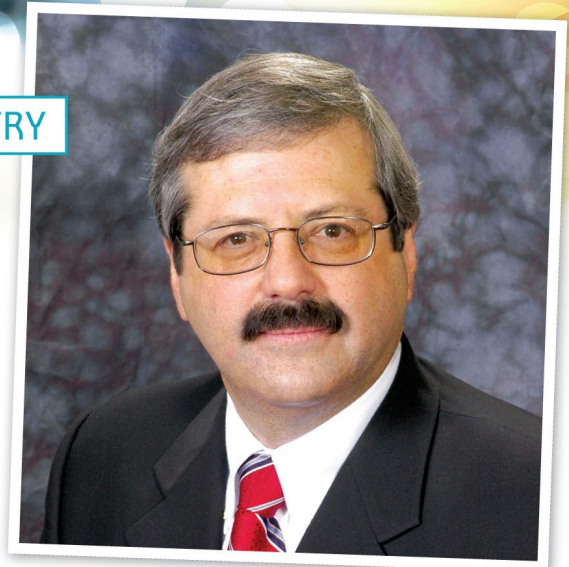


MOST INNOVATIVE INDIVIDUAL IN TRADE SHOW INDUSTRY

ARNIE ROBERTS **SMART-REG INTL.**

Arnie Roberts, president and CEO of SMART-reg International, Inc. is at heart a tech guy. But he is also a brilliant problem solver, taking the latest technology to help show organizers save money, improve processes and offer better customer service. When you add his 30+ years of experience in the trade show and meetings industry to his extensive knowledge of the registration process, WEB/mobile based solutions, and innovative technologies like NFC (RFID), the end result has been many innovations for organizers of trade shows, conferences and special events – and numerous awards.

Here are some of his registration, attendee interaction and lead capture products: It's All in the Badge™; SMART-Connect Facebook Share Station



and Photo Spots; SMS and data base interaction enabling Text-2-Win™ Scavenger/Treasure Hunts; attendee surveys and evaluations; and innovative ways to use NFC-enabled SmartPhones for lead capture – to name a few.

Sometimes quirky and always unconventional, Arnie Roberts is described as one of the most innovative minds in the trade show industry.

2ND PLACE

Rajiv Jain,
a2z, Inc.

3RD PLACE

Felix Swoboda,
Mobile Event Guide