XPOVid Event Analytics ™

Powered by P2S2 LLC

Complete, Monitored Event Analytics System
With *Real-Time* Video Surveillance and GPS Tracking

Sample Report

After-Show Analytics

Sample Breakdown of Key Analytics Data

Presented by ELITeXPO

Winner of the 2015 EXHIBITOR*LIVE* Buyers Choice Award!

Glossary

Interested – Defines the show attendees who entered the exhibit and either spoke to an account exec or interacted with a display in a zone for longer than 10 seconds.

Interactions – Defines the action of a show attendee who entered the exhibit and either spoke to an account exec or interacted with a display in a zone for longer than 10 seconds.

Interactions By Zone – Show attendees who entered the exhibit and either spoke to an account exec or interacted with a display or in a zone for longer than 10 seconds broken down by each zone designed in the booth. This describes the percentage of interactions for each zone regardless of whether one individual spent time in more than one zone. This graph compares the amount of interactions as a percentage of total interactions for the day. (Pages 15,16,17)

Key Interested - Defines the show attendees who entered the exhibit and either spoke to an account exec or interacted with a display in a zone for longer than 10 minutes. (Page 18)

Show Data Overview (Page 4) – Measures the physical count of attendee traffic passing by the subject exhibit in specific directions. (Defined below)

- **Main Enter –** Show attendee traffic entering the exhibit floor aisle, passing the exhibit from the main entrance.
- **Main Exit –** Show attendee traffic exiting the exhibit floor aisle, passing the exhibit towards the exit.
- **Sub Aisle Right/Left –** Show attendee traffic passing the exhibit from the right/left from the upper horizontal aisle as defined in the map legend.
- **Sub Aisle 2 Right/Left –** Show attendee traffic passing the exhibit from the right/left from the lower horizontal aisle as defined in the map legend.

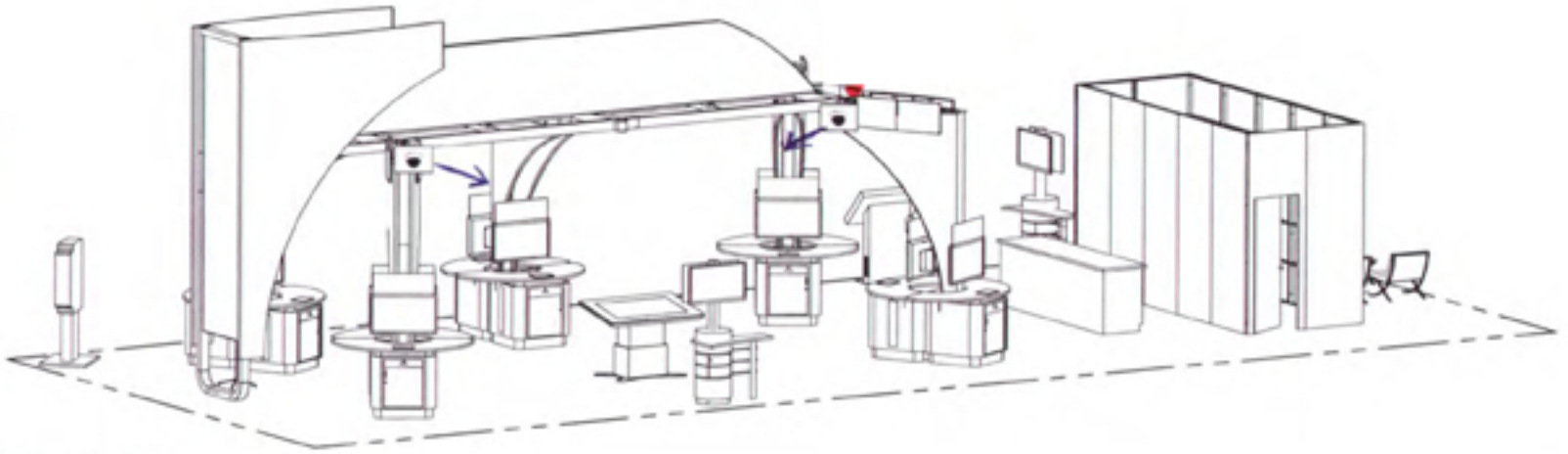
Traffic Past Booth - Show attendees who passed the exhibit while walking in the aisles around the perimeter of the exhibit space. (Pages 6,7,8)

Zones Visited – Describes the actual zone number or multiple zone numbers that the attendee visited. (Pages 19 - 24)

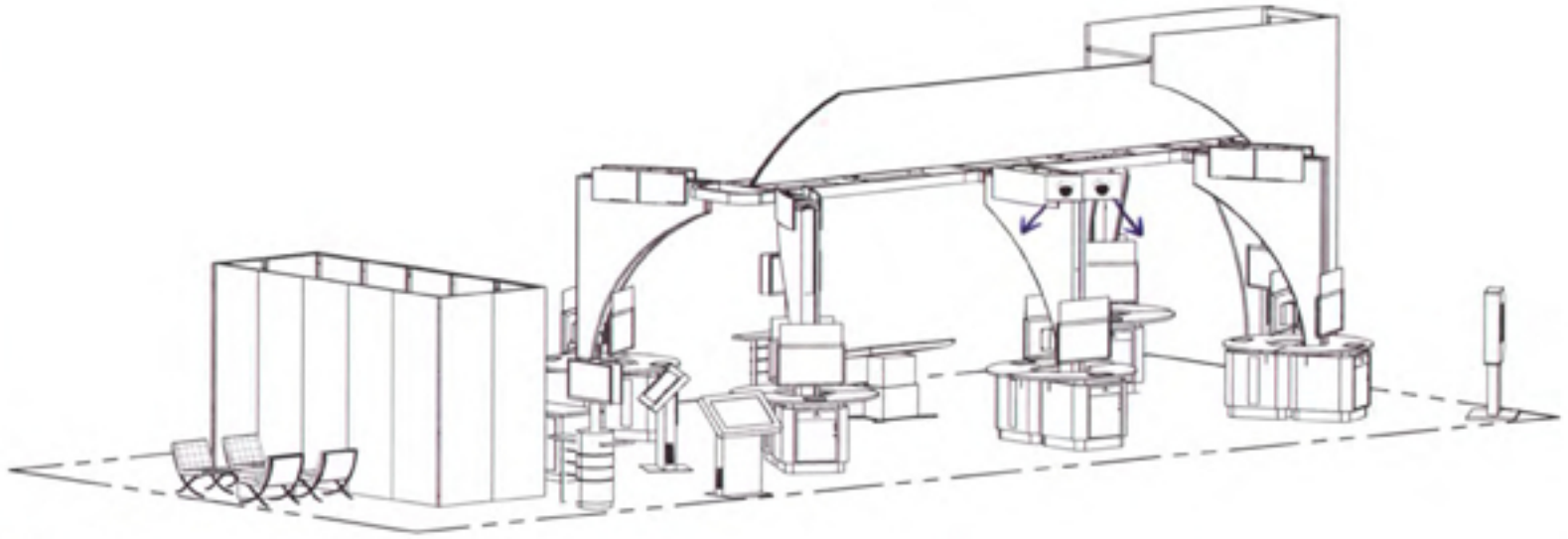
Zones – Areas of the exhibit that define spaces where activity is measured. (Abbreviated versions in parenthesis)

- Zone 1 - Freight (FRT)
- Zone 2 - Exhibit Rentals (XRENT)
- Zone 3 - Exhibit Sales (XSALE)
- Zone 4 - Warehouse (WHS)
- Zone 5 - Interactives (INT)
- Zone 6 - Installation & Dismantle (I&D)

Camera Locations

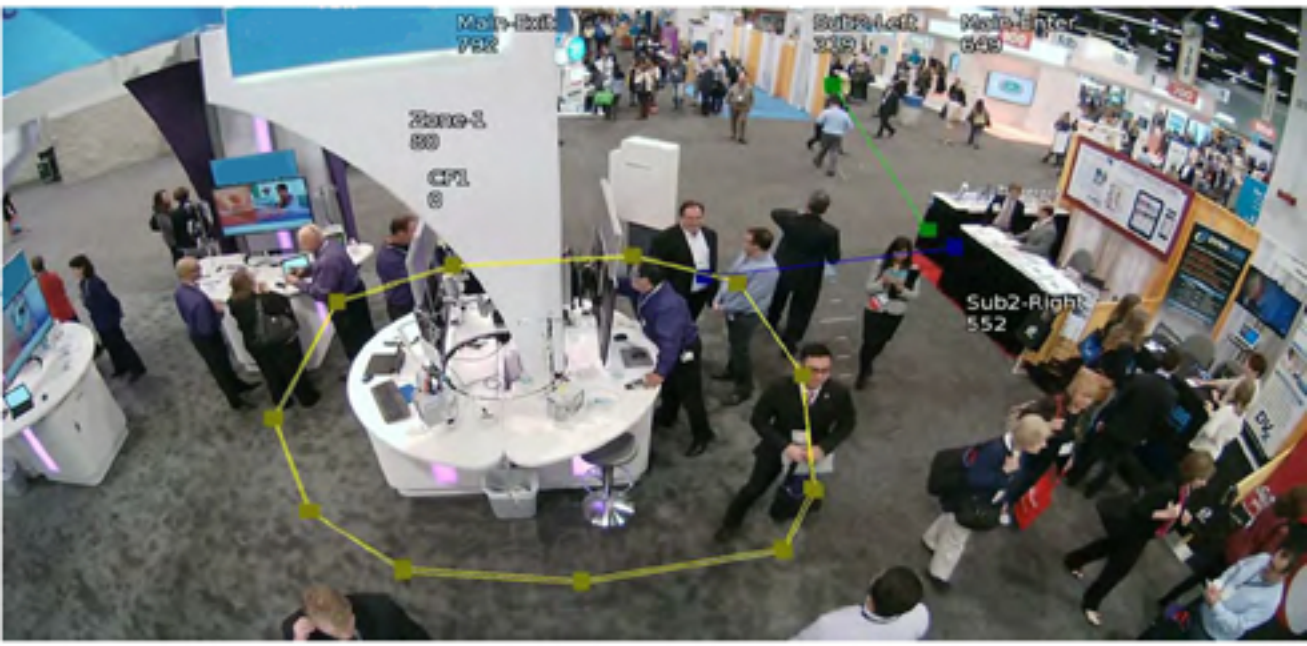


ISOMETRIC VIEW



ISOMETRIC VIEW

Sub2 Left
639

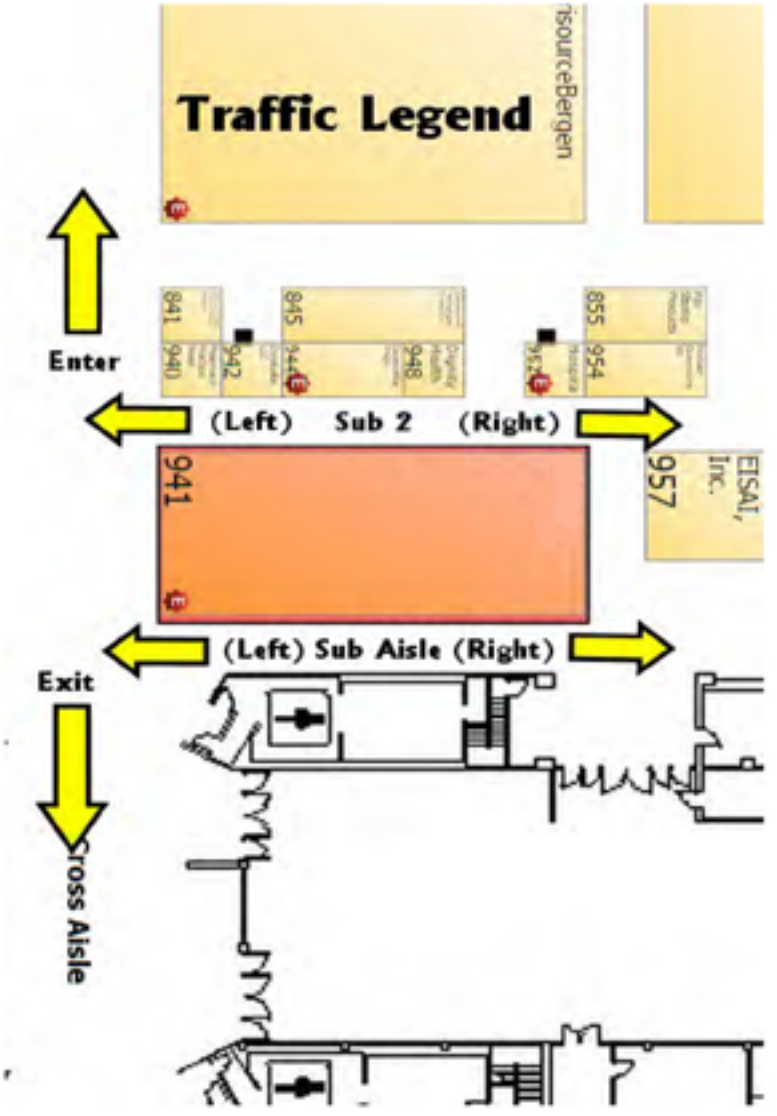

Sub2-Right
552

Main Exit
Main Enter
Sub Left
Zone 4
49
Zone 6
49
Zone 1
72
Sub Right
Zone 2

Zone 2
106
Zone 5
Zone 3

Sample Show Data Overview

	Day 1	Day 2	Day 3		
Main Enter	3075	2263	1994		*Entering from Main Cross Aisle
Main Exit	2340	1699	1391		*Exiting through Main Cross Aisle
Sub Aisle Right	1227	980	598		*Wall Side Aisle
Sub Aisle Left	1145	857	522		*Wall Side Aisle
Sub Aisle 2 Right	1997	2264	1416		*Aisle away from wall
Sub Aisle 2 Left	1418	1772	1198	Total	*Aisle away from wall
Total Traffic	6560	5799	4505	16864	% of Total Traffic who Interacted
Total Interactions	178	160	71	409	2.43%
Total Interaction Time	12:53	10:29	5:43	32:09	

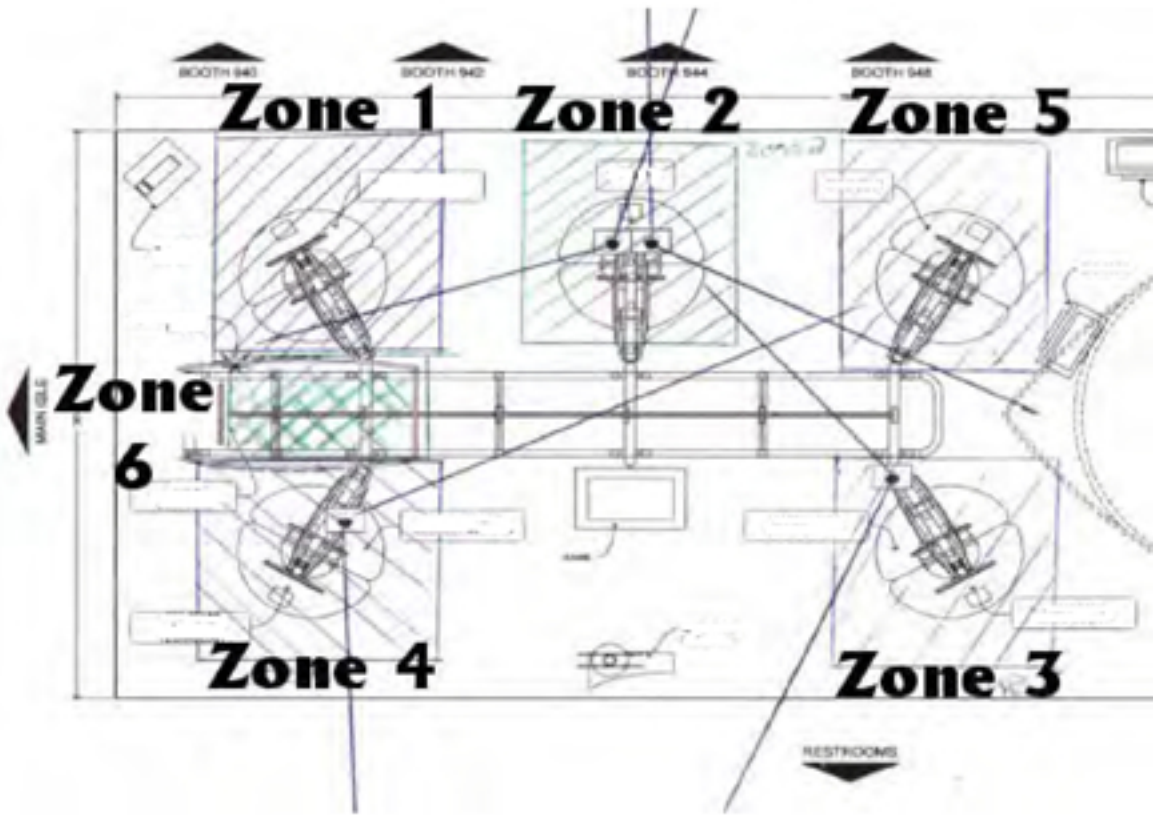


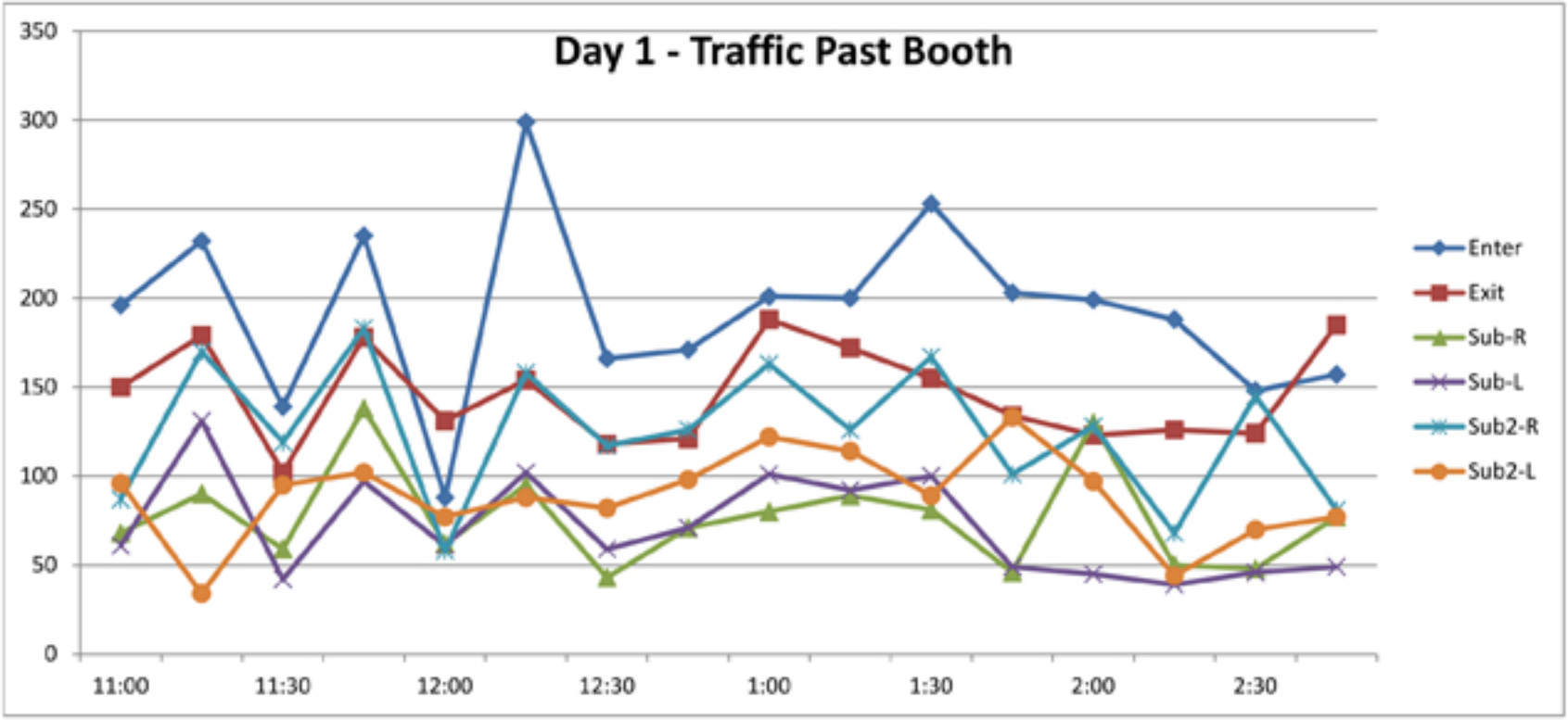
Interactions by Zone/Day

	Day 1	Day 2	Day 3	Total	Zone %
FRT	24	32	23	**79**	19.3
XRENT	17	14	2	**33**	8.1
XSALE	30	41	21	**92**	22.5
WHS	35	20	10	**65**	15.9
INT	59	35	9	**103**	25.2
J&D	13	18	6	**37**	9.0
Total	**178**	**160**	**71**	**409**	
Day %	**43.5**	**39.1**	**17.4**		

***Interaction numbers have been sanitized to remove employees**

***Total engagement time represents total of all interested parties**



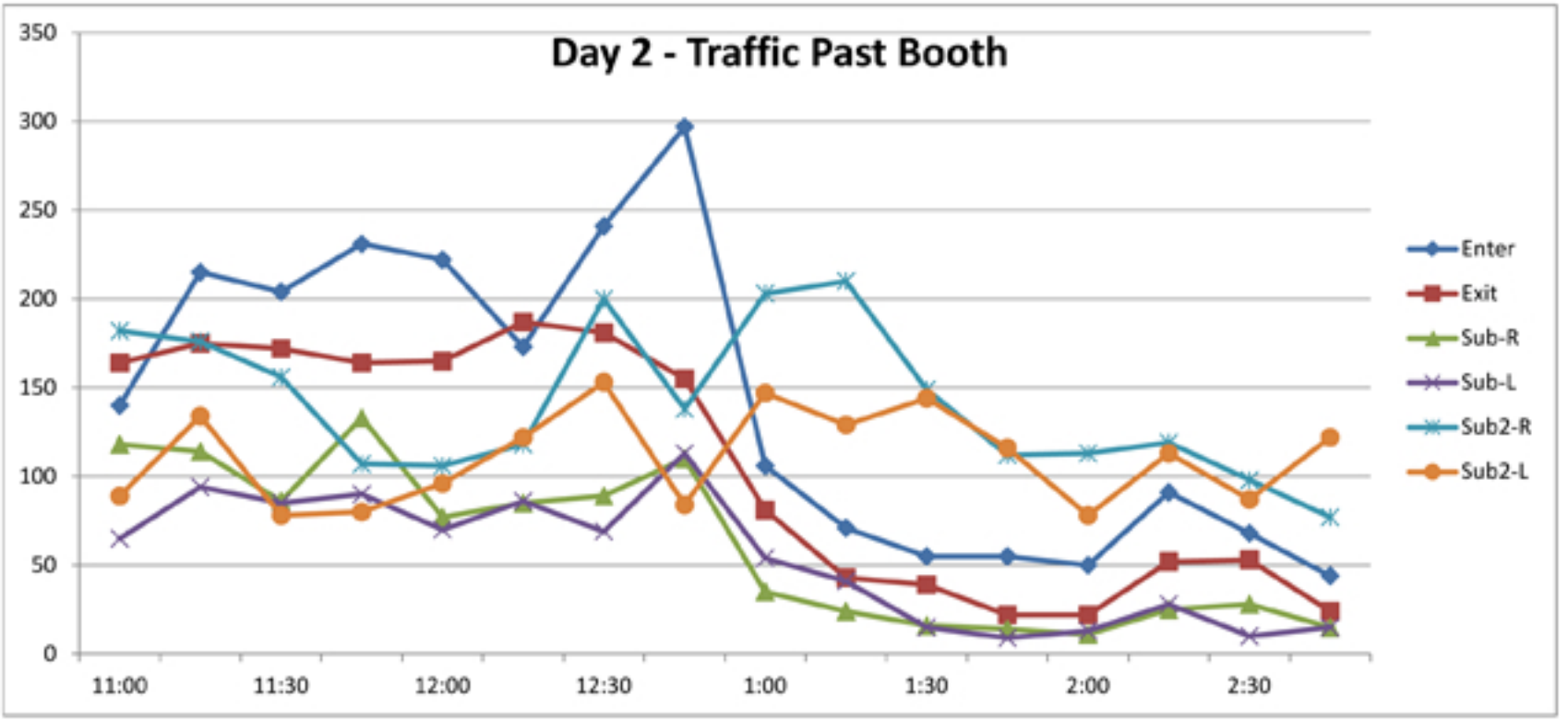


	Traffic		Interactions by Zone	
Day Totals	Enter	3075	FRT	24
	Exit	2340	XRENT	17
	Sub-R	1227	XSALE	30
	Sub-L	1145	WHS	35
	Sub2-R	1997	INT	59
	Sub2-L	1418	I&D	13
			Total	**178**

Total Interactions	178
Total Interested Individuals	178
Total Interaction Time	12:53

*Individuals may interact in more than one zone. Total Interested Individuals counts total people engaged, Zone Interactions counts interactions that people had with each zone.

*** Refer to Page 4 Map of Traffic Directions**

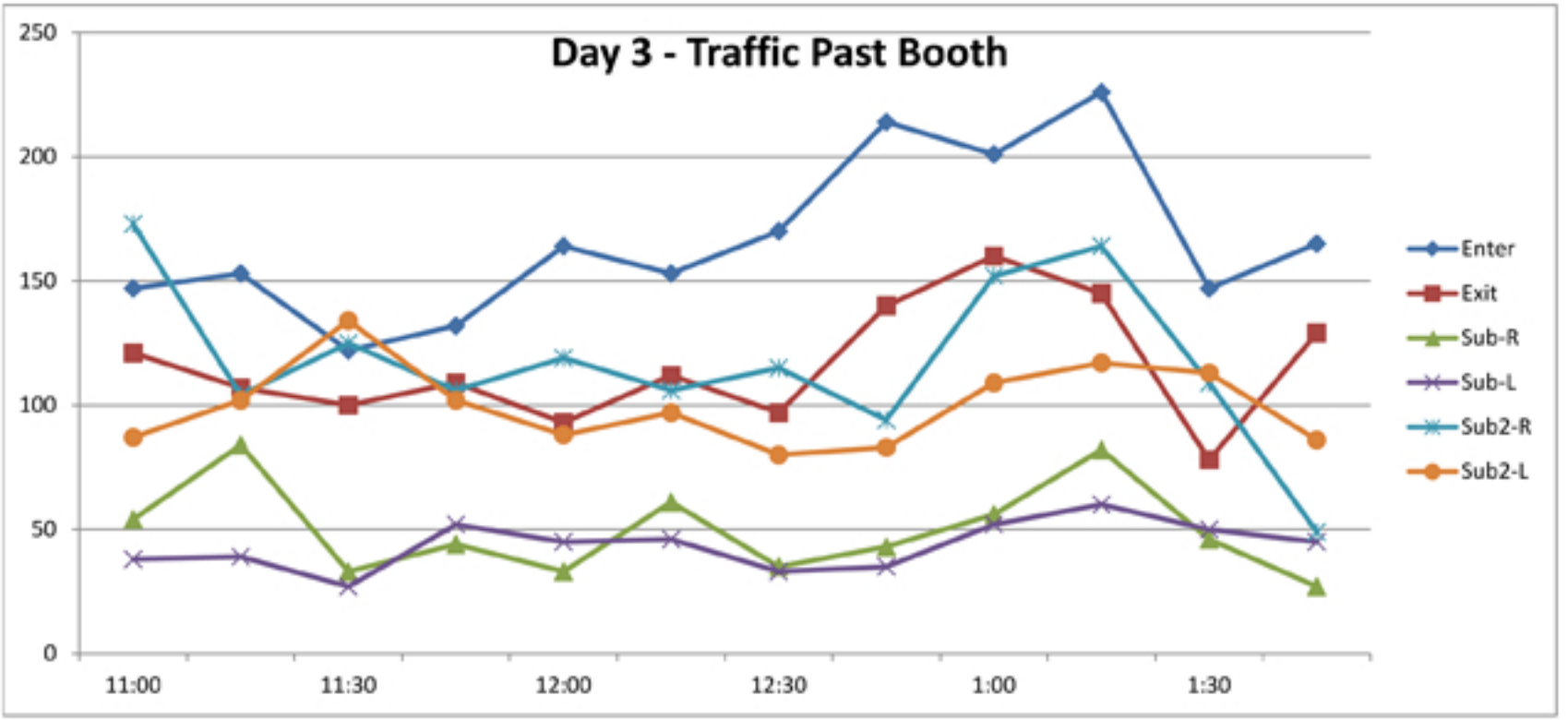


	Traffic		Interactions by Zone	
Day Totals	Enter	2263	FRT	32
	Exit	1699	XRENT	14
	Sub-R	980	XSALE	41
	Sub-L	857	WHS	20
	Sub2-R	2264	INT	35
	Sub2-L	1772	I&D	18
			Total	**160**

Total Interactions	160
Total Interested Individuals	146
Total Interaction Time	10:29

*Individuals may interact in more than one zone. Total Interested Individuals counts total people engaged, Zone Interactions counts interactions that people had with each zone.

*** Refer to Page 4 Map of Traffic Directions**

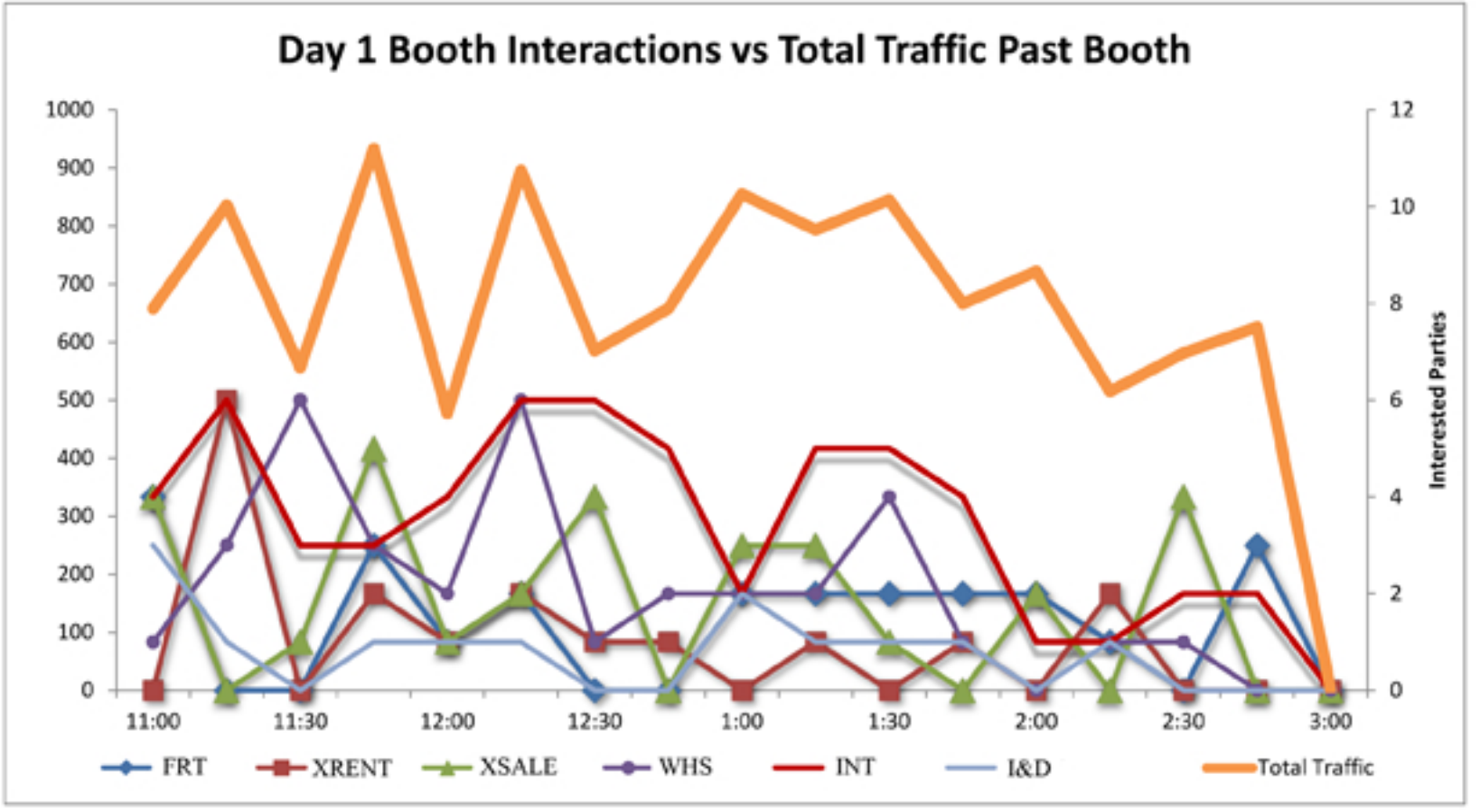


	Traffic		Interactions by Zone	
Day Totals	Enter	1994	FRT	23
	Exit	1391	XRENT	2
	Sub-R	598	XSALE	21
	Sub-L	522	WHS	10
	Sub2-R	1416	INT	9
	Sub2-L	1198	I&D	6
			Total	**71**

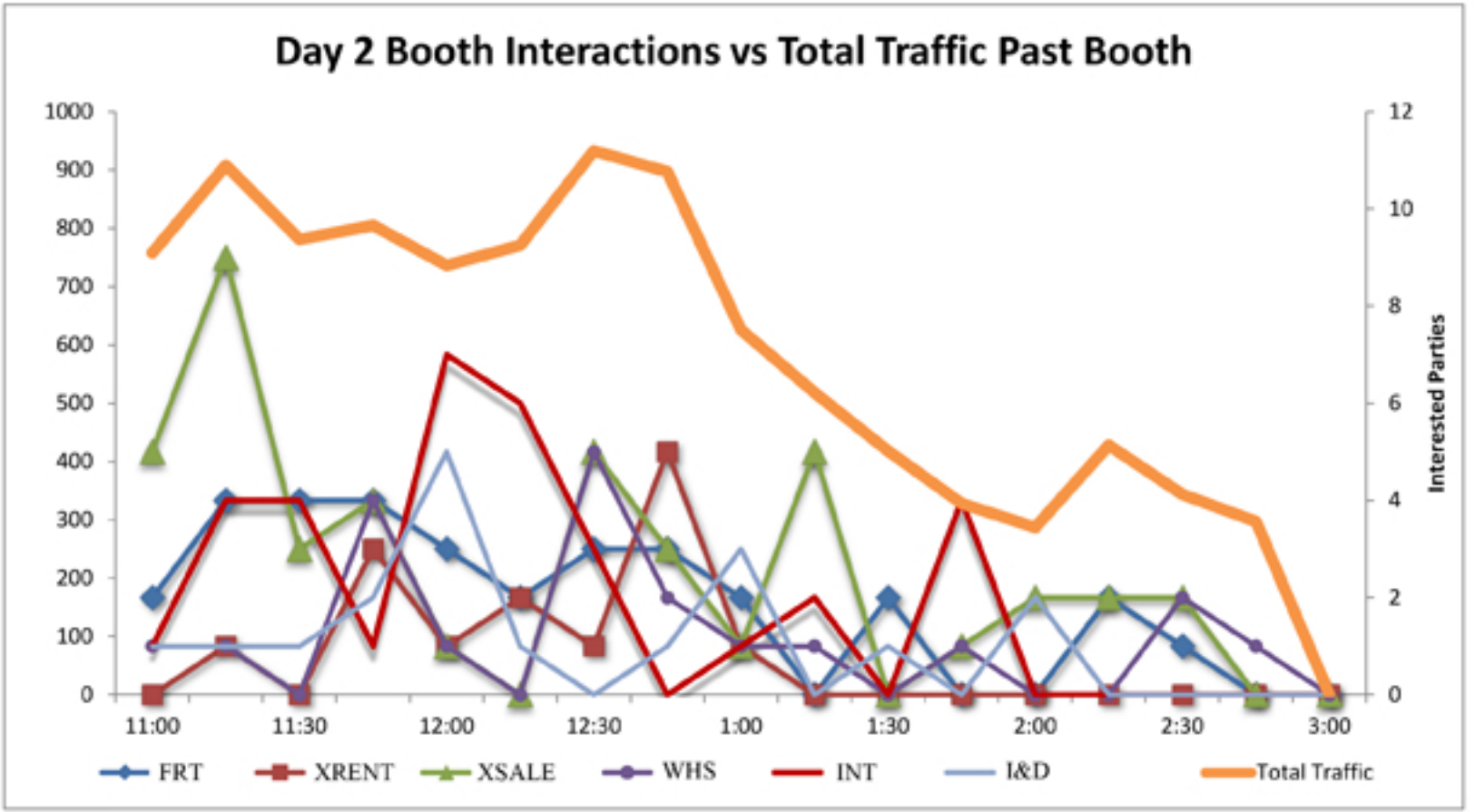
Total Interactions	71
Total Interested Individuals	67
Total Interaction Time	5:43

*Individuals may interact in more than one zone. Total Interested Individuals counts total people engaged, Zone Interactions counts interactions that people had with each zone.

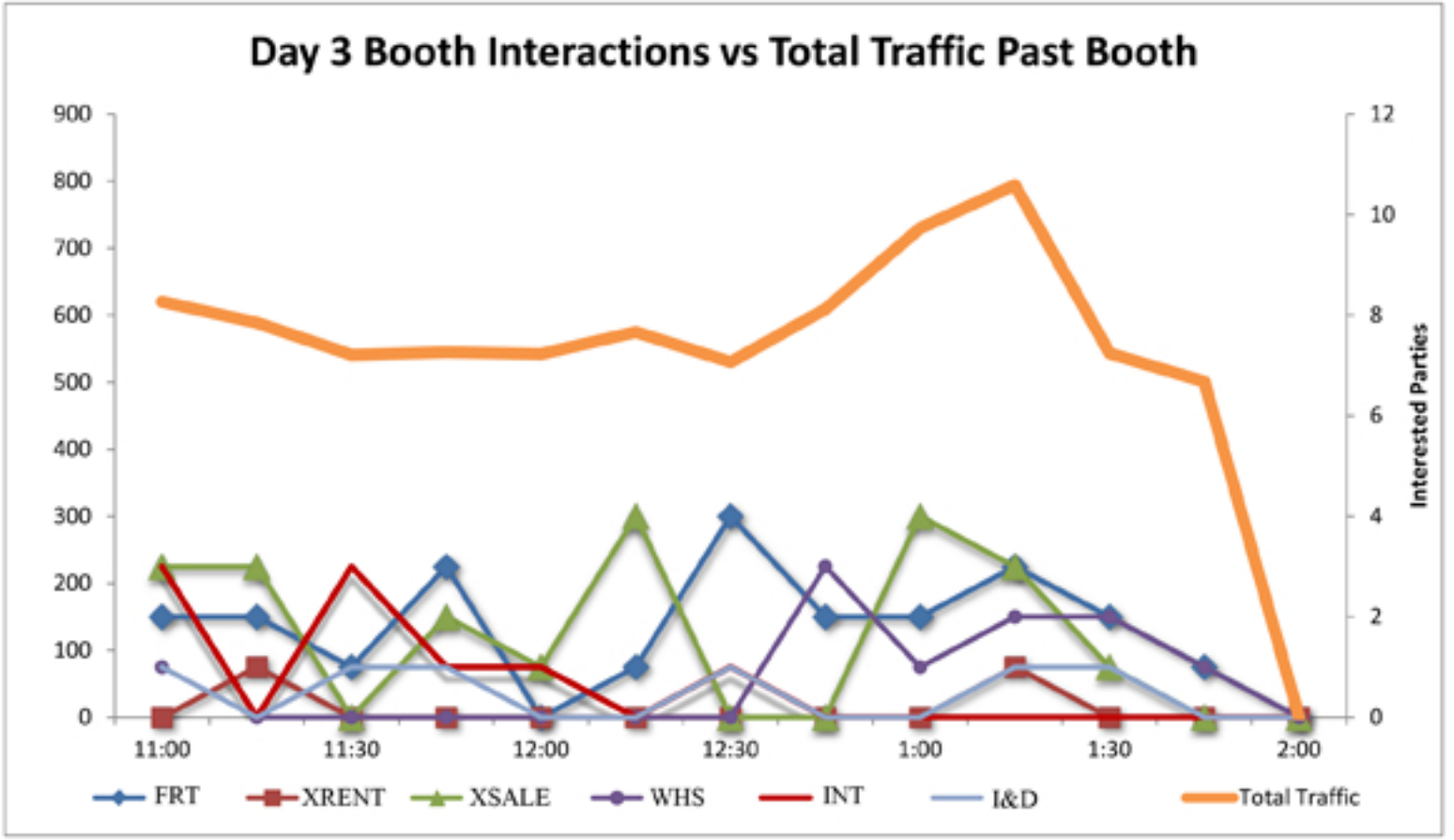
*** Refer to Page 4 Map of Traffic Directions**



	11:00		11:30		12:00		12:30		1:00		1:30		2:00		2:30		3:00	Totals
FRT	4	0	0	3	1	2	0	0	2	2	2	2	2	1	0	3	0	24
XRENT	0	6	0	2	1	2	1	1	0	1	0	1	0	2	0	0	0	17
XSALE	4	0	1	5	1	2	4	0	3	3	1	0	2	0	4	0	0	30
WHS	1	3	6	3	2	6	1	2	2	2	4	1	0	1	1	0	0	35
INT	4	6	3	3	4	6	6	5	2	5	5	4	1	1	2	2	0	59
I&D	3	1	0	1	1	1	0	0	2	1	1	1	0	1	0	0	0	13
Total Interactions	16	16	10	17	10	19	12	8	11	14	13	9	5	6	7	5	0	178
Total Traffic	658	836	556	933	477	896	585	658	855	793	845	666	722	515	581	626	0	11202

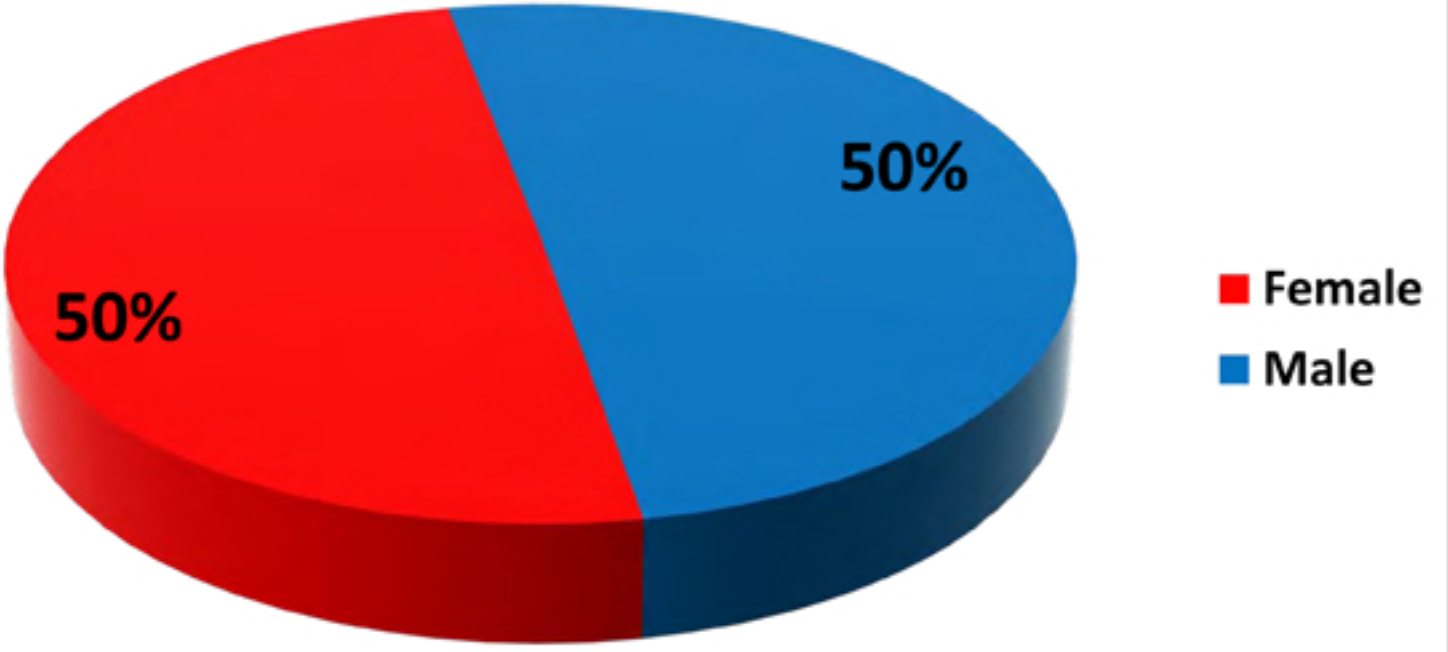


	11:00		11:30		12:00		12:30		1:00		1:30		2:00		2:30		3:00	Totals
FRT	2	4	4	4	3	2	3	3	2	0	2	0	0	2	1	0	0	32
XRENT	0	1	0	3	1	2	1	5	1	0	0	0	0	0	0	0	0	14
XSALE	5	9	3	4	1	0	5	3	1	5	0	1	2	2	2	0	0	43
WHS	1	1	0	4	1	0	5	2	1	1	0	1	0	0	2	1	0	20
INT	1	4	4	1	7	6	3	0	1	2	0	4	0	0	0	0	0	33
I&D	1	1	1	2	5	1	0	1	3	0	1	0	2	0	0	0	0	18
Total Interactions	10	20	12	18	18	11	17	14	9	8	3	6	4	4	5	1	0	160
Total Traffic	758	908	781	805	736	771	933	897	626	518	418	328	287	428	344	297	0	9835

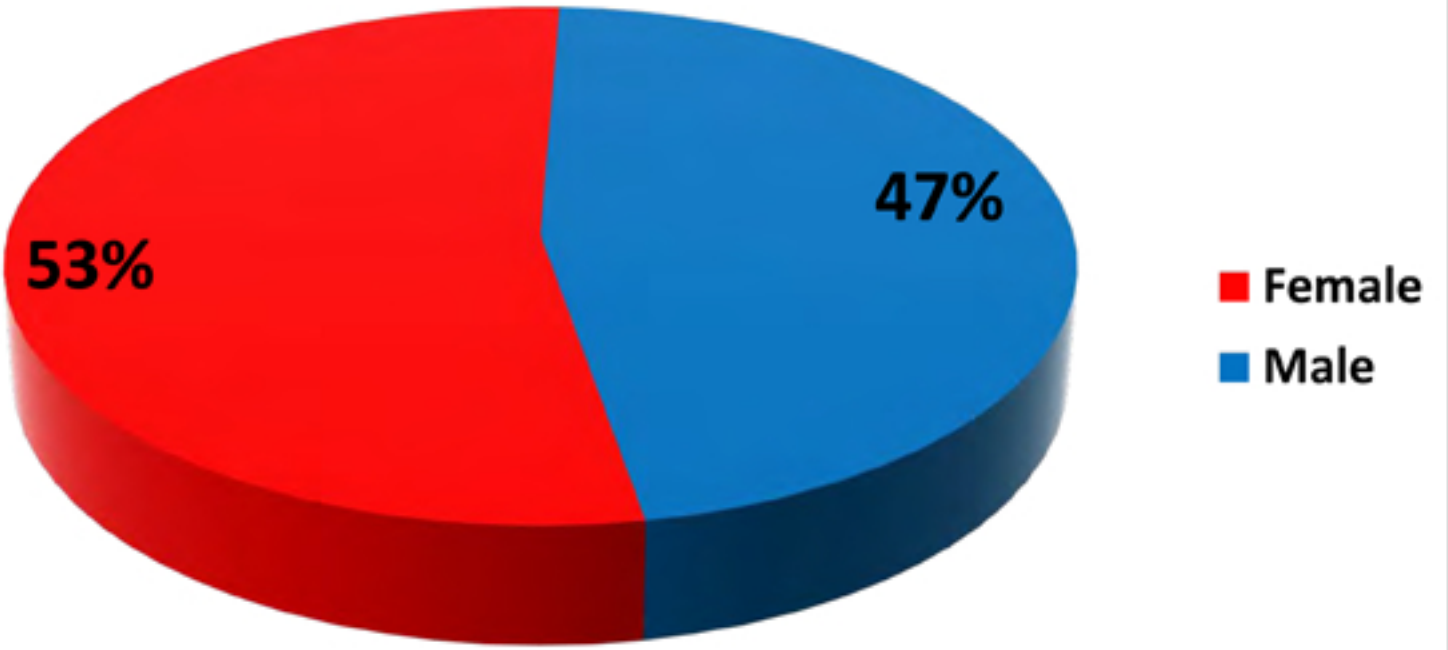


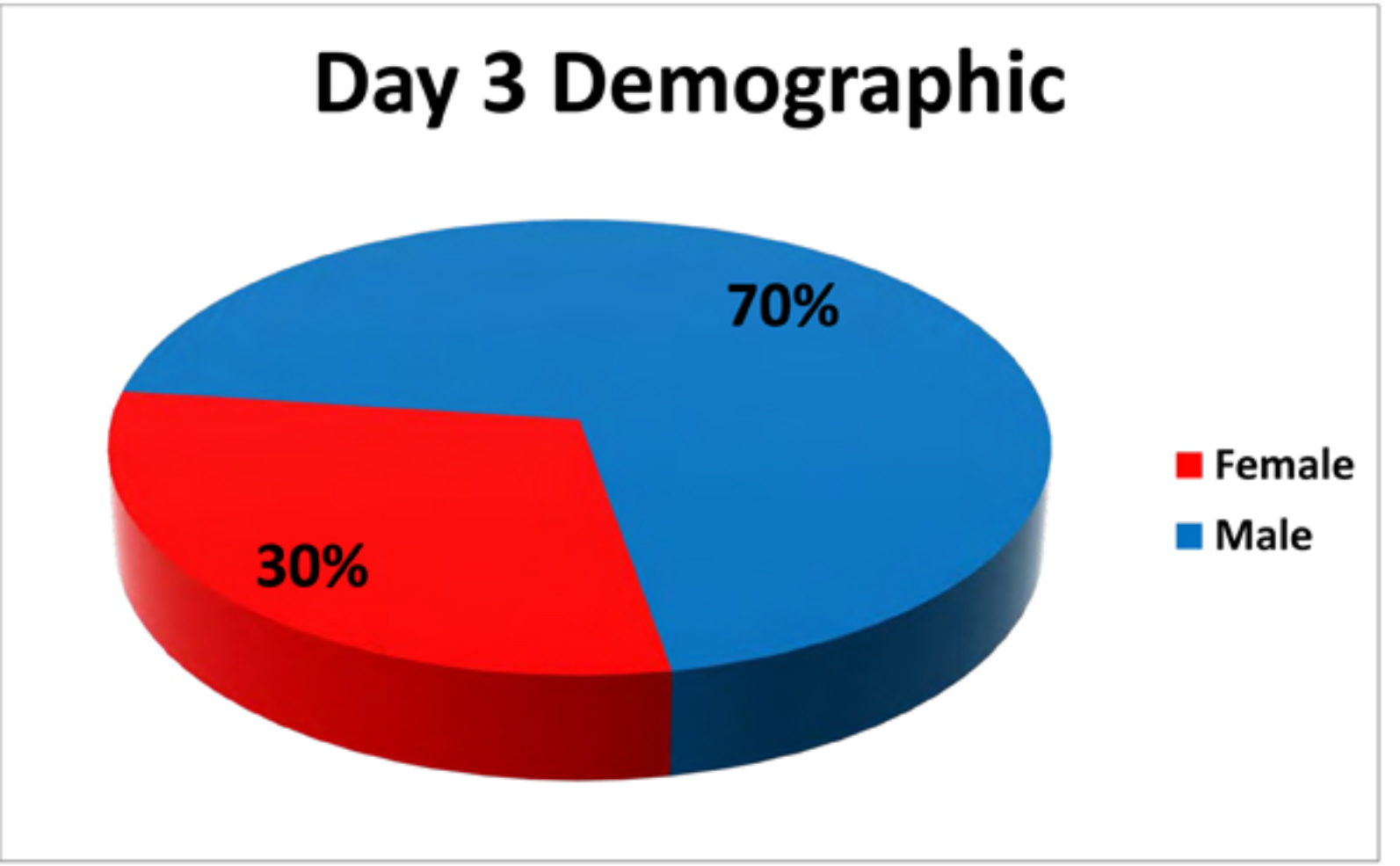
	11:00		11:30		12:00		12:30		1:00		1:30		2:00	Totals
FRT	2	2	1	3	0	1	4	2	2	3	2	1	0	23
XRENT	0	0	0	4	0	0	0	0	0	0	0	0	0	4
XSALE	0	0	0	1	0	0	0	0	0	0	0	0	0	1
WHS	0	0	0	1	0	0	0	0	0	0	0	0	0	1
INT	0	0	0	1	0	0	0	0	0	0	0	0	0	1
I&D	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Interactions	2	2	1	10	0	1	4	2	2	3	2	1	0	30
Total Traffic	620	589	541	545	542	575	530	609	730	794	543	501	0	7119

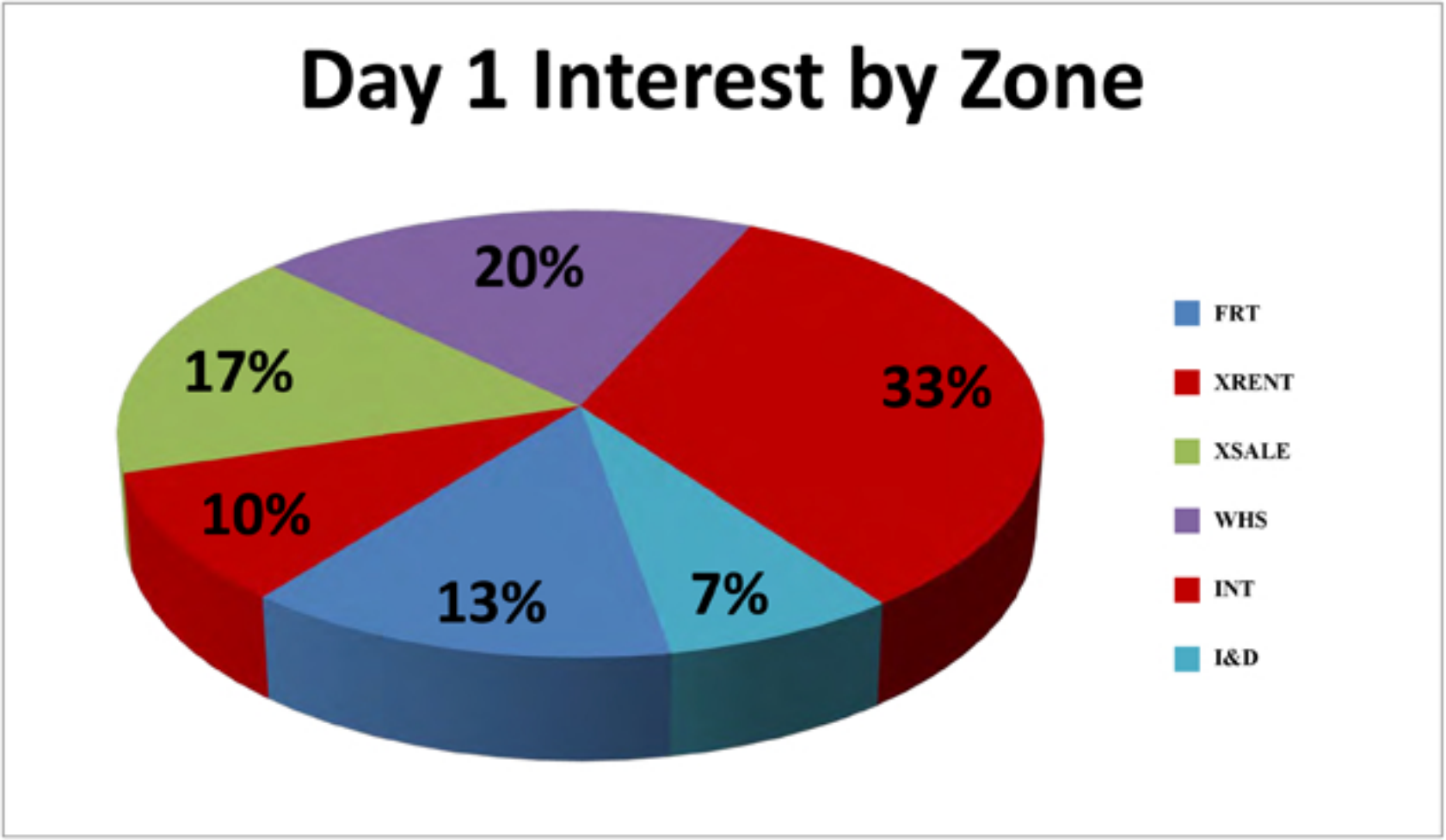
Day 1 Demographic



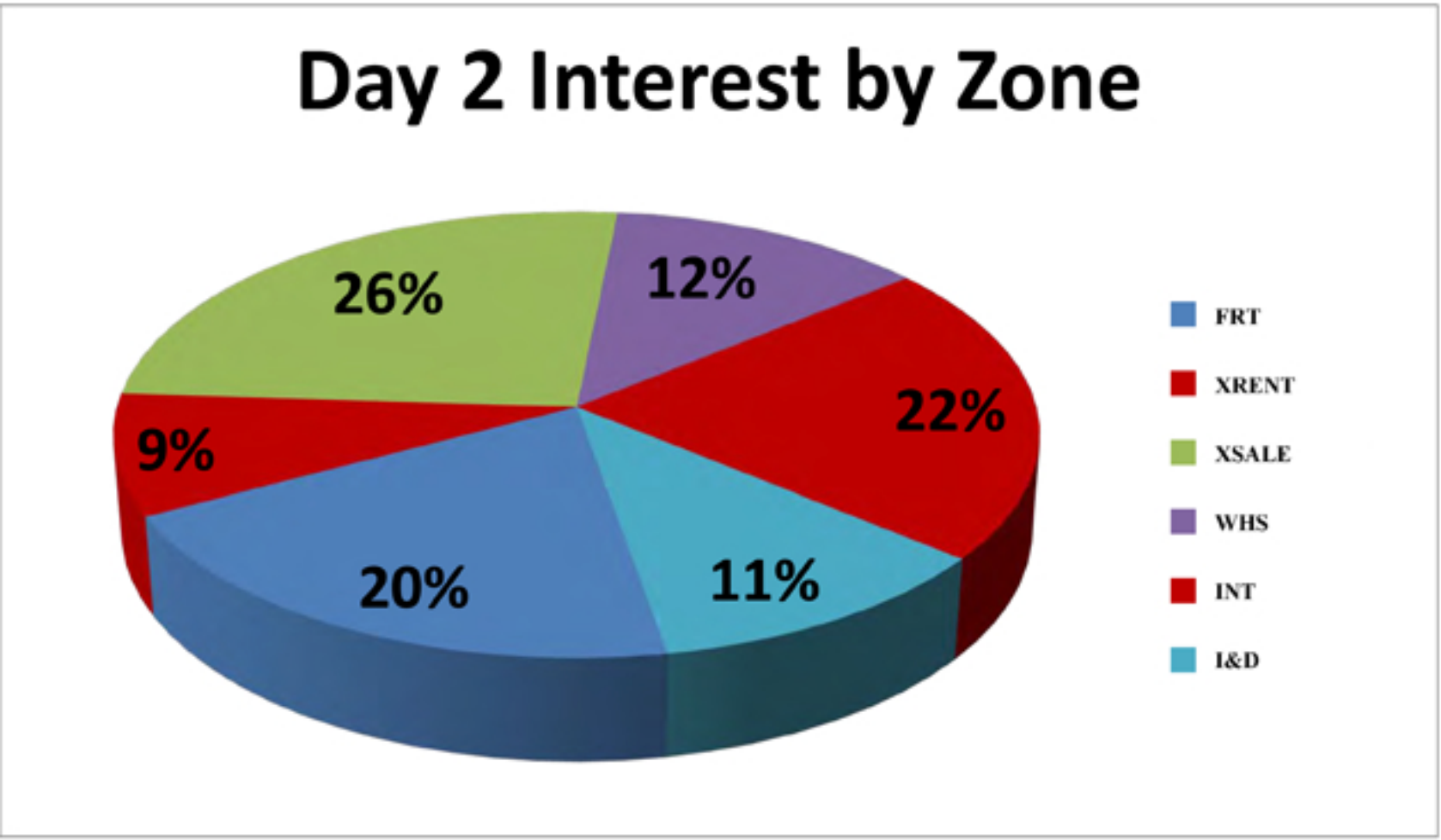
Day 2 Demographic



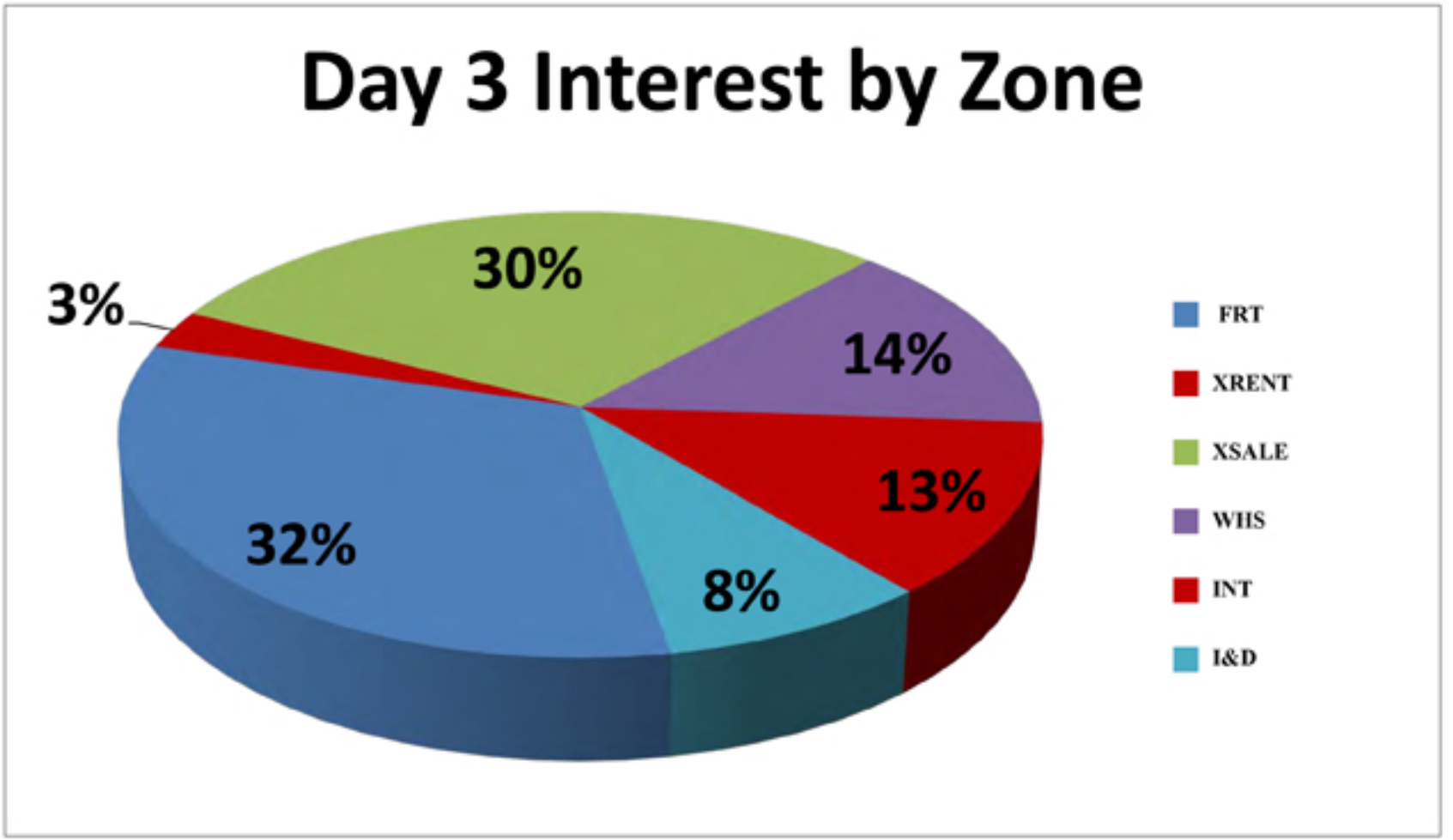

Day 3 Demographic
70%
30%
Female
Male



Interactions by Zone - This describes the percentage of interactions for each zone regardless of whether one individual spent time in more than one zone, This graph compares the amount of interactions as a percentage of total interactions for the day.



Interactions by Zone - This describes the percentage of interactions for each zone regardless of whether one individual spent time in more than one zone, This graph compares the amount of interactions as a percentage of total interactions for the day.



Interactions by Zone - This describes the percentage of interactions for each zone regardless of whether one individual spent time in more than one zone, This graph compares the amount of interactions as a percentage of total interactions for the day.

Key Interested Parties by Day

Individuals who spent 10+ Minutes Engaged

	Key Parties	Time (H:M)
Day 1	20	5:32
Day 2	20	5:26
Day 3	12	2:41
	52	**13:39**

Day 1 Key Interested

Individuals spending more than 10 Minutes in your booth

IN	OUT	Total Time	ZONES Visited	Photo of Person/Group
11:03	11:35	0:32	FRT	

IN	OUT	Total Time	ZONES Visited	Photo of Person/Group
11:07	11:33	0:26	XRENT	

IN	OUT	Total Time	ZONES Visited	Photo of Person/Group
11:52	12:05	0:13	XSALE	

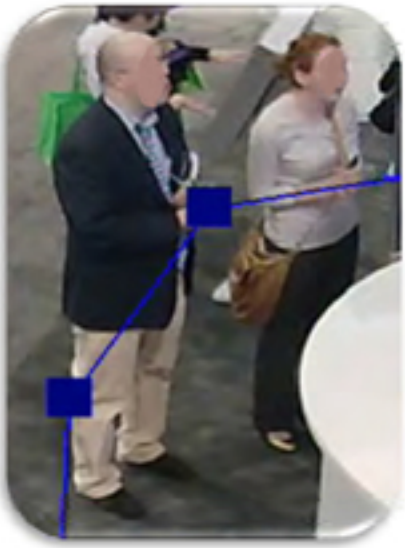
IN	OUT	Total Time	ZONES Visited	Photo of Person/Group
11:55	12:05	0:10	WHS	

IN	OUT	Total Time	ZONES Visited	Photo of Person/Group
11:56	12:08	0:12	INT	

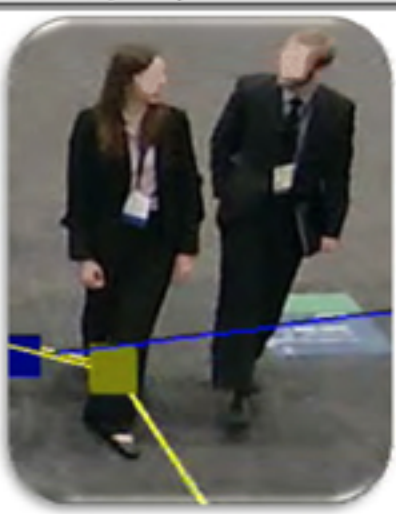
IN	OUT	Total Time	ZONES Visited	Photo of Person/Group
12:22	12:34	0:12	FRT	

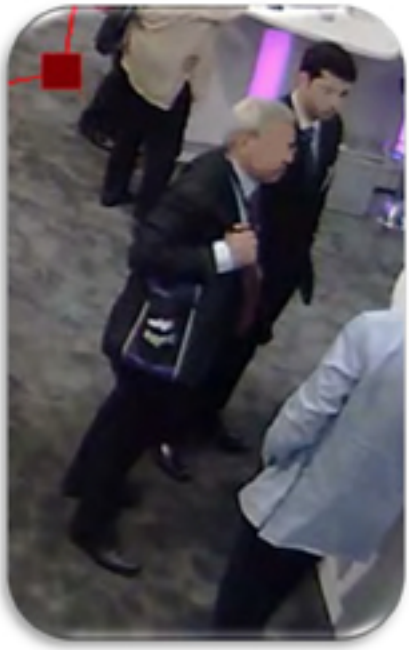
IN	OUT	Total Time	ZONES Visited	Photo of Person/Group
12:58	1:16	0:18	XRENT	

IN	OUT	Total Time	ZONES Visited	Photo of Person/Group
1:14	1:40	0:26	XSALE	

IN	OUT	Total Time	ZONES Visited	Photo of Person/Group
1:16	1:33	0:17	FRT	

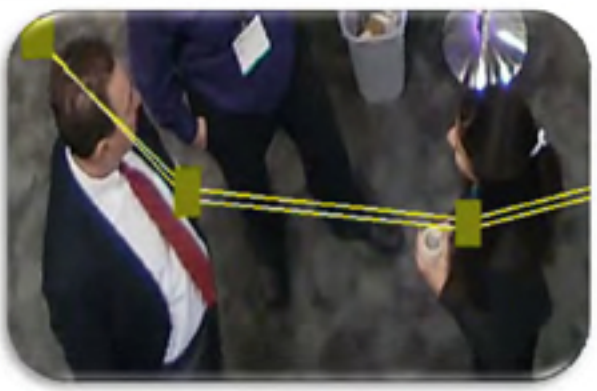
IN	OUT	Total Time	ZONES Visited	Photo of Person/Group
1:55	2:09	0:14	FRT	

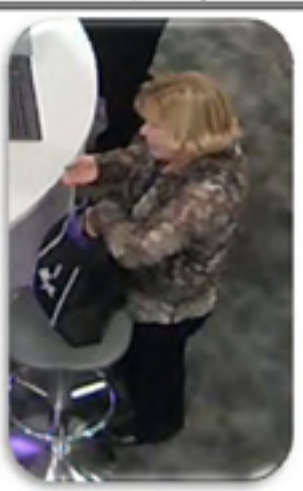
IN	OUT	Total Time	ZONES Visited	Photo of Person/Group
2:05	2:23	0:18	XRENT	

IN	OUT	Total Time	ZONES Visited	Photo of Person/Group
11:40	11:56	0:16	INT	

IN	OUT	Total Time	ZONES Visited	Photo of Person/Group
11:42	11:54	0:12	I&D	

IN	OUT	Total Time	Visited	Photo of Person/Group
12:34	12:48	0:14	WHS	

IN	OUT	Total Time	Visited	Photo of Person/Group
12:46	12:59	0:13	INT	

IN	OUT	Total Time	Visited	Photo of Person/Group
1:19	1:32	0:13	I&D	

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