



International  
Building &  
Construction  
Show



# NEW FOR 2017!

## THE BIG 5 IS GOING SMART

**WITH THIS NEW SMART TECHNOLOGY YOU CAN NOW:**

- Send digital content to your visitors via the Smart Reader
- Capture and qualify leads from your smart phone via the Tracker App

## HOW DOES IT WORK?

### SMART READER

A Smart Reader (it's a wireless sensor) is placed on your stand pre-loaded with digital content provided by you, the exhibitor, about a specific product or your company for the visitor to collect.



All visitors will be equipped with a Smart Badge that interacts with your Smart Reader.



When visitors touch your Reader with their Smart Badge, their contact details are saved, and you can access them daily on the Konduko Cloud.



The visitors will receive an email (called "The Daily Digest") at the end of the day containing the information about products or companies they have visited and selected to collect information from.



### TRACKER APP

The app is available for iOS and Android and will let you capture and qualify leads from your smartphone also. It allows you to add individual notes for each conversation you have with a new contact. Simply scan a visitor badge, retrieve contact data and add comments.



## WHERE DO I GET MY LEADS?

Contact details collected from visitors touching your Smart Reader and conversations recorded with the Tracker App are combined to generate an extensive Lead Report. You can check how many leads you have collected during the show and export all their details in CSV from your Konduko account.



### IMPORTANT:

- As part of your booking contract you are entitled to one Smart Reader and one Tracker App - minimum booking of 9 sqm to avail these free Smart tools.
- It is strongly recommended that if you will be showcasing multiple products on your stand that you have a reader per product since your report will then allow you to easily sort your leads by interest, which makes your post show follow-up much more targeted and efficient. Also, if there are more exhibitors at your stand, either as pavilion organiser or co-exhibitors, it is highly recommended to have separate Smart Readers and Tracker Apps to allow you to send the correct information to your target audience.
- Additional Smart Readers (incl. Tracker App) can be ordered at a discounted early bird rate directly with your stand booking form.
- Further details on how to make the most of the Smart Reader and the Tracker App will be shared in the online exhibitor manual.

FOR FURTHER INFORMATION PLEASE EMAIL [INFO@THEBIG5.AE](mailto:INFO@THEBIG5.AE)

## TESTIMONIALS

Your system was fantastic for us, we have so many contacts and they are so easy to capture; we are really pleased.

**Isabel Anton**, Senior Project Manager  
PEARL GARDEN

This is amazing! I want to use 5 Readers for our next shows so that I can use one for each of our 5 divisions.

**Samira Daas**, Head of Marketing & Communications  
KHIDMAH

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