

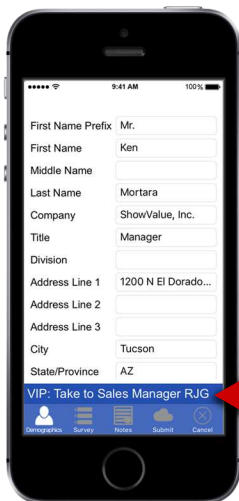
Identify Targeted Attendees



VIP ALERT

A Feature **UNIQUE** to our App

SVCapture™ SVShow™

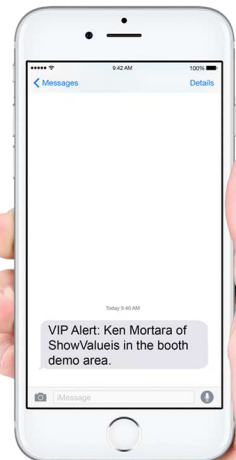


First Name Prefix Mr.
First Name Ken
Middle Name
Last Name Mortara
Company ShowValue, Inc.
Title Manager
Division
Address Line 1 1200 N El Dorado...
Address Line 2
Address Line 3
City Tucson
State/Province AZ
VIP: Take to Sales Manager RJG

- VIP Matching to identify targeted attendees in your booth
- The app tells you the VIP action for this booth visitor
- Perfect for identifying:

- > Customers – happy and not
- > Prospects
- > Competitors
- > Press
- > Pre-show marketing effectiveness
- > Anyone you want to flag for special treatment

- Acknowledge every customer in your booth
- Escort every high-profile prospect to a specific demo or sales rep
- **NEW!** Text alerts can be sent to key booth staff when targeted visitors are scanned



ShowValue