

GEO-FENCING OPPORTUNITIES

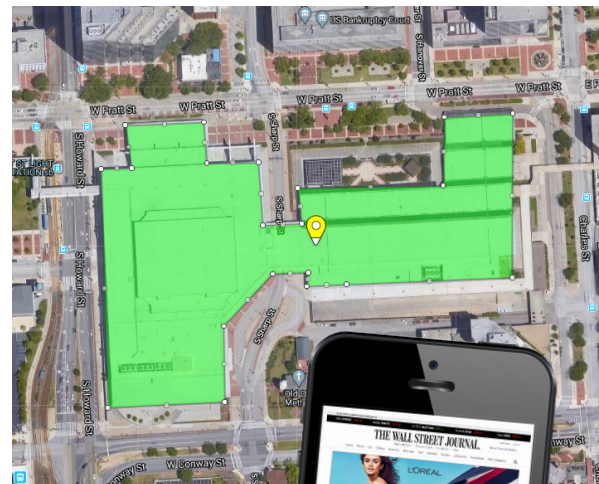


Throughout the days of the show, and within the exhibit halls, Informa works with a technology partner to identify every individual on the show floor using their mobile ID. This allows us to follow those individuals on-site and post show and deliver sponsor's marketing message directly to their mobile and desktop devices, wherever they are located.

Geo-Fencing opportunities from Informa delivers the most concentrated impressions available to the core attendee audience. We use a combination of polygon technology (that is the smallest radius tool possible, matching the outline of the convention hall), along with audience targeting layered on, for the most accurate results.

This geo-fencing opportunity includes:

- Concentrated impressions to the core attendance audience using the best technology to provide an accurate audience targeting
- Campaign availability on-site at the event or post-event
- Post-event recap with impressions, clicks and CTR data



Geo-Fencing campaigns can be run during hours and days when conference sessions are running and exhibit halls are open or post-show with campaign durations of one (1), three (3) or six (6) months.

To reserve an on-site or post-event geo-fencing opportunity please contact your Account Representative.