

# Your Information Concierge

## Why Intelli-Booth...

The Intelli-Booth is a one-stop shop for your business visitors to learn about the release or promotion of new products and services, while creating an engaging awareness program that supports all of your company's marketing initiatives.

### What Makes Intelli-Booth Intelligent?

- Tracks everything that happens in the booth for reporting
- Notifies booth staff when a visitor arrives
- Drives search traffic by publishing content visible to search engines
- Directs guests to specific content based on their areas of interest
- Creates social networking through "buddy" relationships
- Notifies blog and message-board owners when comments are made
- Forwards Intelli-Booth mail to an email account designated by the company

## Qualified Lead Generation

Every time a visitor clicks on content, you'll know about it. That translates into valuable sales leads for your team, where you not only get their names, but also what content they viewed, how long they stayed, how many times they returned, what they read, and much more. Add the chat, email and business card exchange options along with the user-generated content of group chat, blog and message forums, and the marketing value of the visitors exponentially increases. Integrate Intelli-Booth activity with your CRM system to better profile your audience and understand their areas of interest.

## Easy to Use

Setting up your Intelli-Booth and updating the content is a snap with the InXpo Intelli-Booth Builder. This online service enables you to instantly view your current content as well as update your Intelli-Booth with new marketing materials, such as videos, white papers, case studies and more.

## Low-Cost/Big Results

Intelli-Booth is a low-cost virtual experience offering that extends the reach of your content to audiences worldwide while tracking all attendee activity to identify quality leads for sales pipeline acceleration. It is an engaging area for attendees that keeps them coming back for more, since the content is always current.

