NEWS

For immediate release   Contact: Bob James
                                                        (202) 641-5131
                                                        bjames@itn-international.com

ITN International's New BCARD Tags Boost Attendee Engagement and Leads

ITN International's BCARD Tags let event producers and exhibitors add a new dimension to their marketing efforts—without any effort

BETHESDA, MARYLAND, December 5, 2011—Bethesda, Maryland-based ITN International, in partnership with Microsoft, is providing event producers and exhibitors a new way to tap the power of mobile marketing easily and inexpensively.

BCARD Tags are digital 2-D barcodes that can be displayed on computer and video screens or printed on a variety of materials. When printed, they can be included on posters and NFC-enabled.

"BCARD Tags are like QR Codes on steroids," says Ivan Lazarev, President and CEO. "BCARD Tags support two-way information exchange. They allow producers and exhibitors to deliver content to attendees via their smartphones, while capturing attendees' identities in the process. Two-way exchange means you can deploy BCARD Tags for 'no-frills' attendee tracking and lead capture."

Best of all, producers and exhibitors can take advantage of BCARD Tags with little effort and at an extremely small investment.

BCARD Tags operate simply.

To deliver attendees content, each BCARD Tag deployed is encoded with a URL. When an attendee reads the tag, the content at that URL is delivered to the individual's smartphone. In the same instant, a record of the attendee's identity is uploaded to ITN International's server. The records are accessible to producers and exhibitors at any time through ITN International's BCARD Portal.

Attendees love BCARD Tags because they're user friendly.

If they're not already users, attendees discover a cool, new app. To read BCARD Tags at an event, attendees must download the Microsoft® Tag reader. The reader is free—and the world's most accurate.

Attendees also retain the right to privacy during an event.

The first time an attendee reads a BCARD Tag at an event, he or she is presented the chance to opt into the BCARD Tag Network, by entering a badge ID number. Only by opting in does the attendee agree to provide access to his or her identity when reading BCARD Tags.

BCARD Tags offer a variety of benefits:

- With BCARD Tags, event producers can engage and track attendees throughout an event. BCARD Tags can be used to deliver content the same way QR Codes are used, with the added advantage that tag-reads are recorded on an individual basis.

- With BCARD Tags, exhibitors can capture more leads at an event. BCARD Tags offer an effortless and elegant way to entice, engage, educate, track and follow up attendees who may not be ready, willing or able to spend time with a salesperson at the exhibit. That means more take-home results—and a greater return on investment in the event.

- BCARD Tags also create new opportunities to excite and reward loyal customers at events. Tags can be deployed to point deserving customers and VIPs toward exclusive research, special reports, discount offers, premiums, videos, games, custom apps, sweepstakes and contests.

During CTIA Enterprise and Applications 2011 in October, Washington, DC-based CTIA used BCARD Tags to engage attendees through a promotional contest.

As part of the "Tag it to Win It!" contest, CTIA displayed BCARD Tags throughout its venue, including entryways, exhibit halls and educational session rooms. The tags allowed attendees to exchange contact information with one another and have it embedded directly in their smartphones. BCARD Tags were also provided to exhibitors, enabling them to capture additional leads. The attention-grabbing contest "hook" was many chances to win an Xbox, supplied by contest-sponsor Microsoft.

The BCARD Tags on display were read more than 12,500 times during the three-day event, making CTIA's "Tag it to Win It!" contest was a smash hit.

"It was very well received by the attendees and exhibitors," says Heather Lee, Assistant Vice President, Marketing. "It helped to drive a lot of traffic into smaller booths that may not have gotten traffic otherwise, and I think the exhibitors were happy to receive the additional leads they got from the tags."

About ITN International

Headquartered in Bethesda, Maryland, privately-held ITN International is an event analytics company serving producers and exhibitors on six continents. The company helps clients create, capture and apply analytics to make better management and marketing decisions. With operations in China, France, the UK and the US, ITN International supports large exhibitions, conferences and corporate events by providing registration and lead retrieval solutions based on its award-winning attendee credential BCARD, which has been used by more than 5 million attendees at over 1,000 events worldwide. BCARD integrates Near Field Communication (short-range wireless), the mobile technology driving tomorrow's "cashless" society. Event producers and exhibitors who want to learn more can call +1.801.676.7931 or send an email to info@itn-international.com. More information is available at www.itn-international.com.