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NEWS

For immediate release

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ITN International CEO Predicts Smartphone will become Prevailing Attendee Credential by 2015

Every attendee's badge will be digital within three years, ITN International's Ivan Lazarev tells event organizers

BETHESDA, MARYLAND, June 11, 2012—Event badges will soon live inside attendees' NFC-enabled smartphones, according to Ivan Lazarev, President and CEO of ITN International.

What's more, those smartphone-resident badges will not only allow attendees to enter conference sessions, exhibit halls and social events, but will enable them to buy meals and discounted merchandise at the event—even to travel about the host city and purchase tickets to local attractions.

As importantly, attendees will use their smartphones to exchange their “digital badges” with exhibitors, sponsors and fellow attendees.

Lazarev offered his predictions during *Inside NFC*, a half-day seminar sponsored by Bethesda, Maryland-based ITN International on June 6, 2012, at the ASAE Conference Center in Washington, DC. The seminar was attended by organizers representing several of the nation's largest association- and privately-owned exhibitions.

For purposes of visual identification, each attendee will wear a paper badge that will be printed at a kiosk when the attendee first arrives on site, Lazarev said.

The badge-printing kiosks, permanently installed throughout meeting venues, will be provided by the venues at no charge to organizers.

Near field communication (NFC) readers, also permanently installed throughout venues, will allow attendees to use their smartphone-resident digital badges to enter access-controlled areas, such as session rooms and exhibit halls, and to complete purchases.

“The world of NFC is truly going to transform the experience of events,” Lazarev said. “It's also a cost-saver. It will make a big difference at events and allow people to interact better and get better information.”

Note to editors: A video excerpt of Ivan Lazarev's presentation is available on [YouTube](#).

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, touch marketing and lead retrieval solutions based on its award-winning attendee credential BCARD, which has been used by more than 5 million attendees at over 1,500 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.