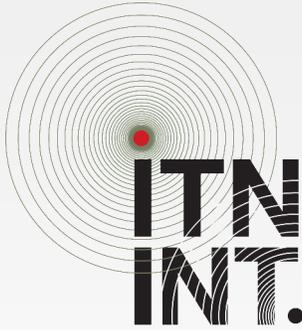


New from ITN!

# BTAG

Increase the power of presentations and demonstrations with touch marketing



ITN INTERNATIONAL

## About ITN

ITN International, the world leader in mobile NFC and cloud-based event solutions, serves corporate event producers, event agencies, tradeshow managers, and exhibitors on six continents.

The clients we serve, not unlike ourselves, are pacesetters within their industries. They include leaders like Amazon, CTIA, EMC, HP, International CES, Microsoft, VMware and UBM.

## BTAG delivers your branded content at a touch

BTAG is a touch marketing tool that boosts the impact of presentations and demonstrations. A live NFC touchspot, BTAG delivers content whenever an attendee touches it with his or her event badge or NFC smartphone. BTAG lets attendees take home your branded content in the easiest way imaginable—by turning their badges and phones into “digital tote bags.”



- BTAG is a BCARD reader (able to capture badge-touches) *and* an NFC tag (able to pass content to other readers). That means attendees can use either their badges or NFC phones to touch a BTAG.
- Through the BCARD Portal, you assign a BTAG any content you choose: Websites, YouTube pages, e-literature, presentations, photos, etc. Attendees who touch the BTAG with their badges receive an email with a link to your content. Attendees who touch the BTAG with their NFC phones link directly to the content.
- Powered by a battery that lasts up to a week, every BTAG is Bluetooth enabled. When paired with a mobile phone, it uploads badge-touches in real time to the BCARD Portal, so you get a live picture of attendees' interest.
- A BTAG can be affixed to any surface with Velcro, including posters, signs, walls, counters, kiosks and other structures. A BTAG can also be worn by booth staff, or deployed on pods supplied by ITN.
- BTAG is measurable. Badge-touches are stored in the BCARD Portal, so you know who requested your content. Click-throughs for the follow-up emails are also tracked, so you know who viewed your content.
- BTAGs can be deployed wherever you would display a QR Code to deliver content. Besides your booth, BTAGs can be used in private suites, sponsored educational sessions, after-parties, strategic partners' booths, or citywide advertising.



[WATCH VIDEO](#)

## Contact ITN today

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