

# Registration Solutions Info Salons Middle East

**Registration  
technology**





# Introduction

## Info Salons Middle East Pty Ltd LLC

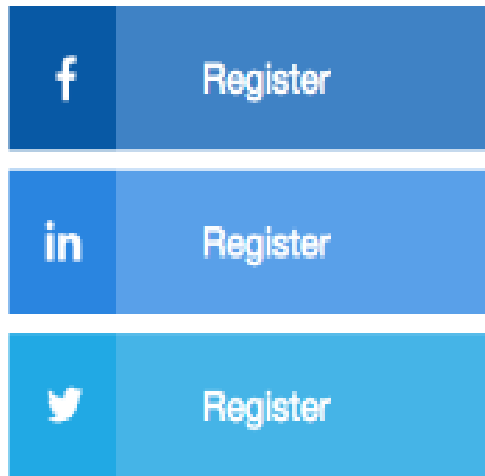
- Established in 1995 in Sydney, Australia
  - Market leader ever since
- Setup business in China in 2005
  - Providing our services to the leading organisers: UBM, Reed, Messe Frankfurt
- Started operations in Middle East in 2008 from Dubai and market leader since 2009 serving companies like Informa, DMG, Tarsus, Dubai World Trade Centre...  
Active in MENA region from Morocco to Oman providing our services in 8+ countries and 60+ events  
18 FTE (Online Services / Onsite Services / Data Services)

# Visitor Experience

Online / let social media work for you!

Fast registration via Social Login

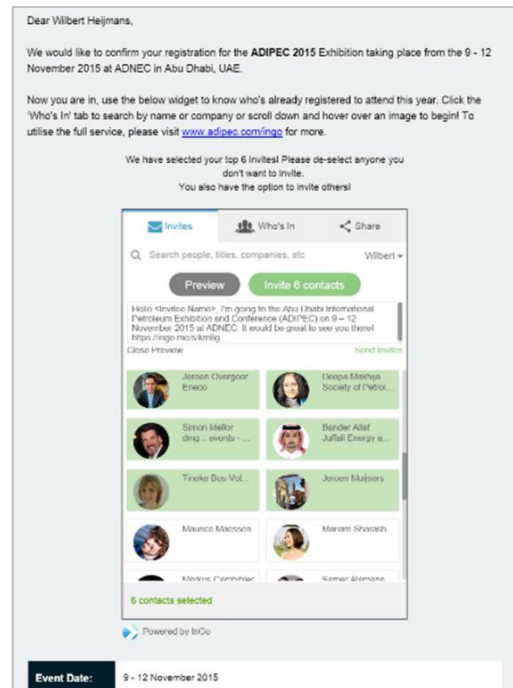
SOCIAL LOGIN



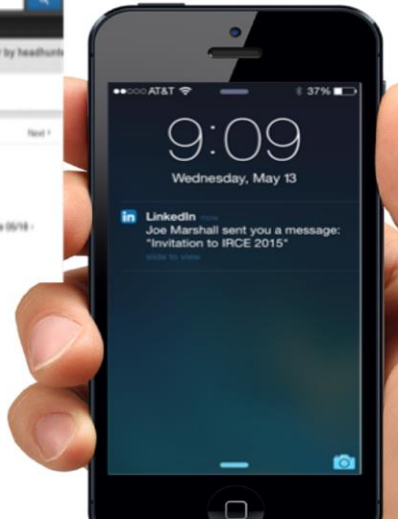
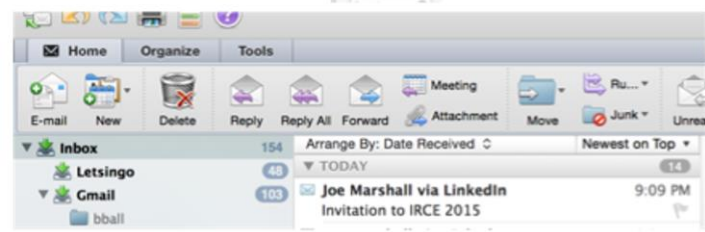
- Let my network know that I'm attending the event
- Make me visible to other attendees

[Privacy Policy](#)

Reach out to social contacts



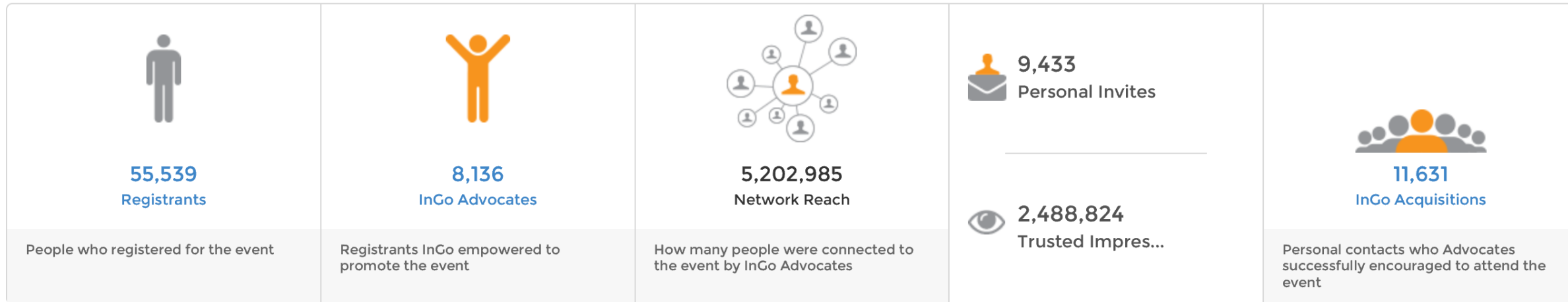
## PERSONAL INVITATIONS



# Visitor Experience

Online / let social media work for you!

Reporting / tracking during the online registration



Info Salons is the InGo official representative in The Middle East



# Visitor Experience

## Online Registration Page

- Bespoke Registration software
- Data stored on AWS (Amazon)
- Accessible with secure logins
- Data captured as per data requirements
- Group bookings possible
- Mobile responsive
- Connected securely to client's or Info Salons' payment gateway
- Promo codes / marketing codes
- VIP vetting
- Drop offs data available and emails sent for completion
- UTM coding integrated for Google analytics
- Email confirmation with barcode


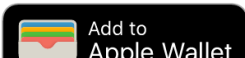


# Visitor Experience

## Online Registration Page

### OUTPUT: Registration Confirmation

#### Directly

- Barcode confirmation on reg page + email
  - to be scanned at Fast Track desks at the show
- Print-at-home-badge (PDF link) by e-mail 
- Apple Wallet ticket 

#### Via Event App

- Barcode or QR code for the Show App
  - API will be developed so relevant visitors details are shared with App provider (incl. barcode / QR code) / QR code can also be used at the Fast Track
  - 1 username / password
  - Registration link within Event App that links to the mobile responsive registration page



# Visitor Experience

## Online Registration Page

OUTPUT: Registration Data

### To other Event Technology providers

- **Floorplan application**
  - Exploring ways to push data to platforms like Map Your Show
  - Possible: At the end of registration the visitor's interests areas/exhibitors can be shown on floor plan as part of the registration process and then link to the Map Your Show webpage
- **Match making applications**
  - Data can be pushed to match making platforms like Presdo Match and others ([www.presdo.com](http://www.presdo.com))



# Visitor Experience

## Online registered visitors

Fast process

Fast scan barcode or QR or enter URN sent by SMS (7 digits)

Badge immediately printed and badge is cut

Designed for a full self-service experience





# Visitor Experience

## Onsite registration

Stimulate / push the registration via the visitor's smart device  
Via QR codes or bitly: [bit.ly/1n72g8f](https://bit.ly/1n72g8f)

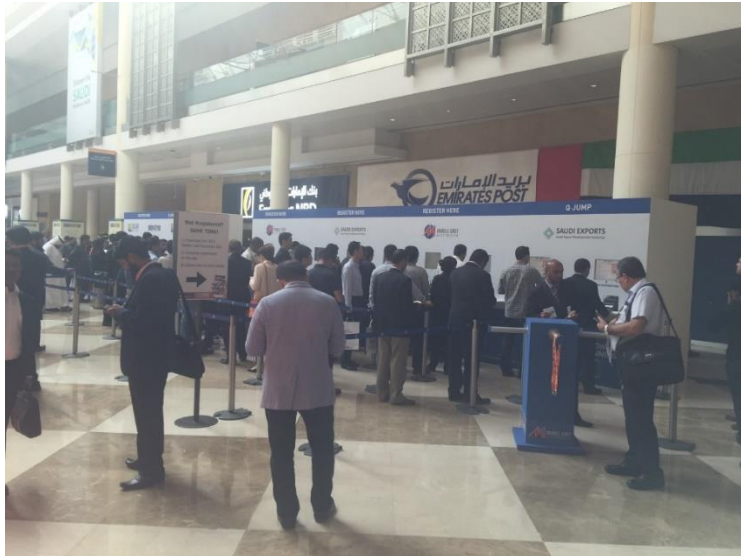


# Visitor Experience

## Onsite registration

Have fast and reliable self-registration options as back-up

- Suggestion: self reg walls with screen and keyboard



# Visitor Experience

## Onsite registration

Alternative: use self-registration with Emirates ID Card usage

- Main details (incl. mobile phone number) can be read from the card

