Imago Techmedia leads the way with visitor-focused digital signage at exhibitions

Imago Techmedia organises the annual IPEXPO Europe, a two-day event that attracts over 15,000 visitors who come to discover the latest advances in enterprise-level software and technology. As recognised leader in the IT events sector, Imago has always strived to provide memorable visitor experiences that are forward-thinking and innovative. So it's not surprising that they were one of the very first event organisers to recognise the major impact that digital signage can have on visitor experience.

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In 2014, Imago employed EventIgnite to help them continue to deliver great visitor experiences and offering exhibitors and sponsors a new way to attract potential new leads.
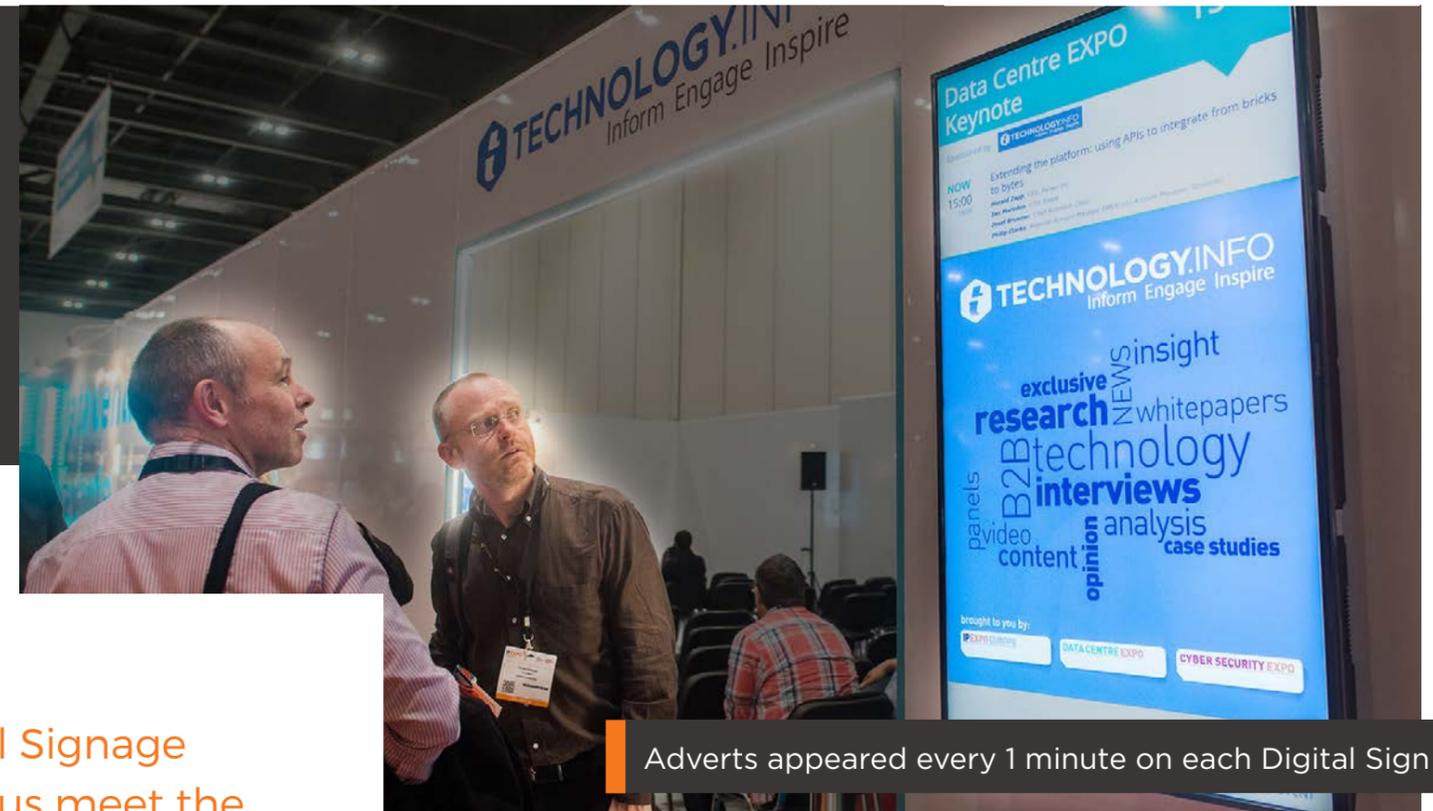
Adverts appeared every 1 minute on each Digital Sign

" **Digital Signage helps us meet the expectations of a very demanding audience that is accustomed to using cutting edge technology in every aspect of their lives.** "

Alexandra Joicey,
Operations Director

KEY NUMBERS

19,200 Digital signage impressions

7,600 Sponsor adverts served

269 Digital signs updated during the show

IMAGOTECHMEDIA

ABOUT IMAGO TECHMEDIA
Imago is a UK based event organiser for some of Europe's largest IT exhibitions. They excel at creating cutting-edge events that provide exhibitors, sponsors and visitors with unforgettable on-line and offline experiences that deliver strong ROI, generate leads, and drive business growth.

Using digital signage to help time-starved IT professionals make more informed decisions

IPEXPO is one of the largest IT exhibitions in Europe, with more than 300 vendors hosting over 300 educational seminars that provide high-level insights from industry leaders. These training opportunities are offered in 20 seminar theatres over a two-day period. Vendors demonstrating their newest software and technology products connect face-to-face with over 15,000 potential customers. The expo mainly attracts IT professionals, most of whom need to make quick decisions about which sessions to attend and which exhibitors to talk to. Given the sheer number of simultaneous conference tracks, our client knew that they needed highly visible, accurate signage which could be easily updated at regular intervals throughout the day.

Conference schedules were updated with any last-minute changes

"

EventIgnite's turnkey solution was exactly what we were looking for. It took very little time to set up and offered great benefits to our visitors and exhibitors.

"

Alexandra Joicey,
Operations Director

The Challenge

A DIGITAL SIGNAGE SOLUTION THAT PROVIDES INSTANT UPDATES AND HIGHLIGHTS GREAT CONTENT

Imago needed an easy-to-set up signage solution that could easily manage the enormous amount of great content that is generated during their two-day exhibition.

They also wanted a way to help visitors quickly identify which sessions that they might want to attend without overwhelming them with too much detail. Another challenge was dealing with the inevitable last-minute changes to programmes and speakers. With such a large and varied programme, employing traditional static signage would simply be impractical and stressful.

Imago needed an easy-to-set up digital signage solution that could manage the enormous amount of great content and deal with inevitable last-minute changes.

Visitors could easily find the most interesting sessions

The Solution

PROFESSIONAL LOOK AND MORE FLEXIBILITY

EventIgnite digital signage solution gives event organisers much needed flexibility with respect to deadlines. Imago's website provider gave EventIgnite direct access to the event's electronic website feed which contained all their conference programmes and speakers. This significantly cut down on production time and was the ideal solution to keep digital signage up-to-date.

Imago also sent us the artwork for sponsor adverts and their brand guidelines, which we used to design the look and feel of the digital signs. After uploading all the content, Imago was given both PDF and video proofs of how the signs would look when they arrived on-site.

Digital signage gives event organisers much needed flexibility with respect to deadlines.

LCD screens were provided by Aztec Event Services, EventIgnite sister company

ALL DIGITAL SIGNS INSTANTLY UPDATED WITH LAST-MINUTE CHANGES

Since the speakers were able to update the title of their session, their job title and other information themselves, they needed a digital signage solution that was easy to use and provided decentralised editorial controls. With the official audiovisual company providing installation and on-site support, EventIgnite was able to easily manage the installation of 20 networked conference programme screens outside the entrance of every seminar theatre. Each exhibitor was able to update their respective conference programme screen to instantly reflect any last minute changes such as titles and speakers. The signs were continually refreshed throughout the day to provide attendees with information about current and upcoming conference sessions.

DIGITAL SIGNAGE ADDS A PROFESSIONAL LOOK TO THE SHOW

EventIgnite's digital signs provided a clean, modern look that reinforced the image of this leading-edge exhibition attended by some of the world largest, most influential tech companies. The signs were designed to fully conform with Imago's brand guidelines. To help orient visitors, the colour scheme for every sign was also customised to match its respective show zone.

EventIgnite's digital signage was an instant hit with IPEXPO's audience, vendors and event organisers. Over a two-day period our digital signs were updated 269 times and viewed an estimated 19,000+ times by visitors wanting to make informed decisions about which educational session to attend or which exhibitors to engage with.

In total, sponsored adverts were showcased 7,600 times across all the screens along with an equal number of adverts promoting other Imago events. EventIgnite has continued to partner with Imago, providing digital signage for their other IT shows: UCEXPO, IPEXPO Manchester and IPEXPO Nordic.

Ideas And Inspiration For Your Event

A BEHIND THE SCENES LOOK AT A WORLD CLASS EXHIBITION.
How Imago stayed in touch with over 15,000 visitors during IPEXPO Europe

Where were digital signs located?

Imago decided to use 20 digital signs outside each seminar theatre. Each sign was 50 inches screens tall in portrait orientation.

MORE IDEAS FOR YOUR EVENT

> Set up digital signs on the main show floor in the form of totems. The signs can be single or double-sided to take advantage of traffic flows from both directions.

> Set up your signs in landscape mode in a purpose built enclosure, that can also be branded.

> Set up your digital display content, including sponsor adverts, to show on large LED screens and venue screens.

What visitor information was displayed?

With a dedicated digital sign outside of every theatre, it was easy to provide visitors with current information about upcoming sessions for each respective theatre.

Session information dropped off the screen as the day went by. The screens were programmed to display conference session information and digital adverts. A 30-second display of a conference session would be followed by a 10-second sponsored digital advert. That was then replaced by another 30-second conference programme with was followed up by a digital advert showcasing other Imago events and the event app.

MORE IDEAS FOR YOUR EVENT

You can set up:
> Digital signs to show real-time Twitter feeds which can be moderated manually or automatically
> Timed Call To Action announcements
> Exclusive, timed adverts, and conference programmes for upcoming days.

What kind of sponsorship opportunities were offered by organisers?

Imago bundled digital adverts into the larger theatre sponsorship package. Each digital sign had their own sponsor and their own exclusive advert. The adverts took up two-thirds of the screen, allowing enough room to display information about the current and upcoming sessions as shown in the image above as "Now" and "Next".

MORE IDEAS FOR YOUR EVENT

> You can sell digital adverts either separately or bundled in with a larger package. Most events display a loop of adverts on all digital signs, usually 5 to 20 different adverts in total. EventIgnite produces ALL of the adverts free of charge using artwork provided by the exhibitors.

So easy to set up

1

Connectivity

Internet connectivity was provided using VLAN. The venue Imago selected for IPEXPO Europe had the capability to set up all the screens with a shared Internet connection using a VLAN which tends to be the best when providing Internet connections to multiple digital signs. Although EventIgnite's digital signs can also work offline, an Internet connection allows for live content updates and a real-time Twitter feed.

2

Content

The content for the digital signs was synchronised with the event's website. The conference programme was automatically downloaded and updated using an XML feed coming directly from the event website. This is an ideal set-up that makes it possible to quickly display event programme updates across all digital signs. Another option is to manually copy the programme and other content from the event website, show guide, Excel spreadsheet or Word document.

3

Logistics

A small PC, serving as a media player, was hidden behind the screen to power each digital sign. The screens used at IPEXPO were provided and installed by the official audio-visual supplier, Aztec Event Services. However, EventIgnite is happy to work with any local A/V supplier as our digital signage can run on every type of screen (although we recommend full HD screens upwards of 40 inches). For overseas shows, we provide the small PC media players pre-loaded with digital signage software and content, ready for your local AV company to plug-and-play upon arrival on-site.