

Vitafoods Europe uses responsive digital signage to help visitors discover new products and experience great content

Informa Exhibitions were one of the first event organisers to understand how digital signage could shape visitor experience at exhibitions. With responsive, digital signs already creating powerful immersive experiences in retail, airports and other public spaces, Informa was eager to incorporate responsive digital signage into their own marketing strategy.

With just three days to make critical business connections, Informa Exhibitions needed a signage solution that would help event participants make informed decisions about the conference sessions they would attend, discover new suppliers, and sign off on business agreements.

ABOUT VITAFOODS EUROPE

Vitafoods Europe is a signature event for the dietary supplements and functional food and beverages industries attracting more than 900 exhibitors and 45 speakers from 13 different countries. This annual show brings together the entire nutraceutical supply chain and focuses on four key sectors: ingredients, contract manufacturing and private label, services and equipment, and finished products.

In 2016 more than 17,600 attendees came to discover new product development solutions, source thousands of ingredients and raw materials, and network with industry peers. This three-day event included 45 in-depth conference sessions led by highly respected academics and research institutes exploring the latest market trends, regulatory requirements, and emerging research impacting their industry.



28,800
92,160
143 times

Digital signage impressions

Sponsor adverts served

Digital signs updated during the show

“ We’ve been working with EventIgnite for three years now. Their system has proven to be a win-win product for us. It’s easy to set up and incorporate into our event. It’s also been a great way to boost visitor experience and generate sponsorship revenue.



Imogen Rudkins-Stow,
Operations Manager,
Informa Exhibitions

“ We have been very happy with EventIgnite’s responsive digital signage. The professional and dynamic digital signs add a boost of life and excitement that fits right in with the spirit of Vitafoods.



Rachael Shattock,
Group Marketing Director,
Informa Exhibitions

ABOUT INFORMA EXHIBITIONS

Informa Exhibitions produces over 150 trade and consumer exhibitions every year in locations around world. Their events include a number of industry sectors including beauty, construction, design, life sciences, maritime, nutraceuticals, pop culture and real estate. Their Global Health & Nutrition Network is the leading information source for marketers, manufacturers and formulators of nutrition and dietary supplements, healthy foods/beverage, and personal care products.

informa
exhibitions



The Challenge

DIGITAL SIGNAGE THAT ENABLES HIGH VISITOR ENGAGEMENT

Great visitor experience and high visitor satisfaction are critical to the long-term success of high-profile shows like Vitafoods Europe. Informa understood that implementing a digital signage system would provide genuine value and boost customer engagement by helping visitors navigate a busy show floor.

Conventional digital signage systems are focused on the hardware and often treat content as an afterthought. However, this approach does not work in an exhibition with a large and varied programme such as Vitafoods Europe. As such, Informa wanted the signage to draw attention to their exciting conference programme by highlighting the most interesting and relevant sessions, speakers, and events as well as direct visitors to relevant exhibitor stands.

Since most of the digital signage screens would be offline, the event organisers required a system where

the bulk of the content could be pre-scheduled in advance. They also looked for a turnkey solution that could provide an attractive and easy-to-understand advertising opportunity for their exhibitors. However, given that it would be difficult for most of their customers to produce animated digital signage adverts on a short notice, they looked for a digital signage provided that could include advert production as part of their overall service.

While most of the programme had been planned well in advance, the organisers desired a reliable, flexible signage solution that could be quickly update with the inevitable last minute content changes. Furthermore, because the weeks before a show are the busiest time for event organisers, they wanted a turnkey solution they did not have to learn how to use and which would be easy to install, use, and maintain on-site.



The Solution

Given the complex logistics of this high-profile international show, Informa needed digital signage that would help visitors stay informed about upcoming events. EventIgnite software powered four digital signs outside the seminar theatres and 16 screens around the perimeter of

the show floor. The show floor signs displayed timed visitor messages as well as exhibitor adverts.

The information on the screens automatically updated over the course of the day providing visitors with timely information about current and upcoming events.

Every screen was branded with the event's colour theme, and included the logos for both the event sponsors and the sponsors for every respective conference session.

With its ability to provide highly targeted, relevant information, digital signage advertising provides a more engaging form of display advertising that appeals to modern, professional audiences. But providing truly engaging and relevant adverts for every sponsor, would require a dedicated in-house design team and

a lot of additional work liaising with clients.

EventIgnite's fast production process allowed exhibitors to tailor their adverts to their specific objectives at Vitafoods Europe. Working with EventIgnite, Informa's sales team was able to accommodate requests for timed visitor messages and adverts that highlighted specific products. All adverts were produced from scratch based on the exhibitors' own artwork.

The Result

Informa Exhibitions offers its customers exceptional visitor experiences that allow their customers to take full advantage of their signature events. 2016 marked the third year in a row where EventIgnite provided a comprehensive, turnkey digital signage system for the Vitafoods Europe exhibition.

EventIgnite software powered 20 digital screens that saved event organisers valuable time while making it easier for them to engage with visitors in real-time. The signs generated great feedback from visitors and provided a valuable source of sponsorship revenue. Over a two-day period, the digital signs were updated 143 times and viewed an estimated 28,800 times by visitors. All the digital signs showcased a total 92,160 digital advert slots.

EventIgnite's dynamic digital signs provided a clean, modern look that added excitement and fit in seamlessly with the show.



Ideas and Inspiration for Your Event

A BEHIND THE SCENES LOOK: HOW INFORMA EXHIBITIONS ENGAGED WITH VISITORS DURING VITAFOODS EUROPE 2016

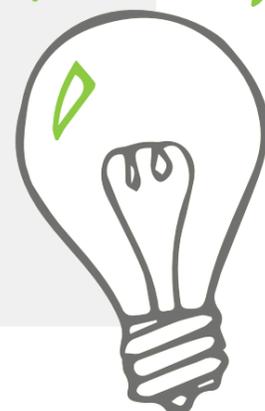
Location of digital signs

EventIgnite set up 16 totem-style digital signs in highly visible spots around the show floor. They also placed four large screens outside the seminar theatres to provide visitors with information about upcoming live sessions.

MORE IDEAS FOR YOUR EVENT

EventIgnite software can also power large LED screens that can be located in the busiest spots on the show floor such as a networking bar or queueing areas.

You can place digital signs in the middle of aisles between exhibitor stands. Each sign can provide slightly different directional information, allowing visitors to discover the most relevant exhibitor stands around them.



Information On Digital Screens

The digital signs outside seminar theatres were programmed to display a continuous loop of exhibitor adverts and pre-scheduled announcements of upcoming events and other key messages. The adverts and Calls-To-Action were timed to last 15 seconds before being replaced by a 30 second display related to an upcoming conference session.

Show floor digital signs displayed an ever-changing loop of sponsored adverts, Call-To-Actions, information on key upcoming sessions and event social media information.

Sponsorship opportunities

EventIgnite team produced digital adverts using an identical format, wherein every advert took up two thirds of the screen and lasted 15 seconds. EventIgnite's design team liaised directly with exhibitors to produce all the adverts from scratch using artwork provided by the exhibitor.

MORE IDEAS FOR YOUR EVENT



> Sponsored adverts can also be half-page and full-page. If digital signage is powering larger screens or large venue screens, they can also display the same loop of adverts, giving exhibitors maximum exposure. .

MORE IDEAS FOR YOUR EVENT



> You can set up digital signs to show real-time Twitter feeds which can be moderated manually or automatically; exclusive, timed adverts; and conference programmes for upcoming days. The signs can also display timed Call-To-Action announcements that can appear in specific zones and displayed in the vicinity of particular visitor stands.

Other popular sponsorship opportunities include:

Bundled adverts. Digital adverts can be sold separately or bundled with a larger package. Most events display a loop of adverts across all the digital signs, usually 5 to 20 different adverts in total.

- > **Timed Call-To-Actions.** This advertisement of an exhibitor-led session, workshop, event or product launch is displayed only during certain times on all or all digital signs.
- > **Sponsored Twitter feeds.** These feeds can be displayed alongside the main digital signage content and digital adverts. They can be scheduled to appear at a particular time or exclusive to a show zone or a particular exhibitor.



So Easy To Set Up



Connectivity

All the digital signs were generally operated offline although the venue's Wi-Fi was occasionally used to download content updates.

Although EventIgnite's digital signs can work offline, an Internet connection is ideal for making live updates and providing a real-time Twitter feed. Connecting all the digital signs to a hardwired VLAN network that shares a single Internet connection offers the most cost effective option for providing Internet connections to multiple digital signs.



Content

The conference programme was manually transferred from the event website while the Call-To-Actions were provided in an email along with all referenced visuals like exhibitor logos. EventIgnite was able to produce static and video proofs before the event, with updates being made as the event day drew closer.



Logistics

A small PC, serving as a media player, was hidden behind the screen to power each digital sign. The screens used at Vitafoods Europe 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 their software can run on every type of screen. (Note: the recommended size for a full HD screens is upwards of 40 inches.) For overseas shows, EventIgnite provides small PC media players pre-loaded with digital signage software and content, ready for your AV company to plug-and-play upon arrival on-site. All digital signs can be monitored and controlled remotely so that any issues are addressed immediately.

