New Technology Trends Transforming Convention Centers, Exhibitions and Events

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Course Notes:
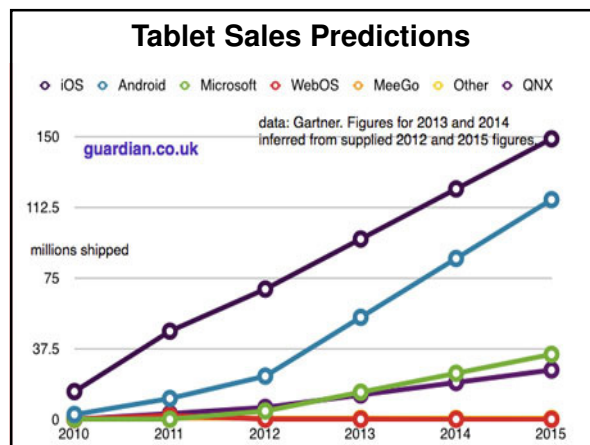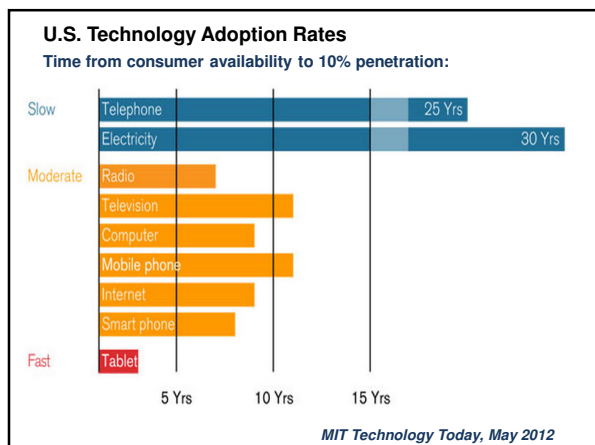www.corbinball.com/assets/
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Three Venue and Events Technology Trends:

1. Ipad and tablet usage is exploding at conventions.

U.S. Technology Adoption Rates

Time from consumer availability to 10% penetration:

Slow	Telephone	25 Yrs
	Electricity	30 Yrs
Moderate	Radio	
	Television	
	Computer	
	Mobile phone	
	Internet	
	Smart phone	
Fast	Tablet	

5 Yrs   10 Yrs   15 Yrs

MIT Technology Today, May 2012

Tablet Sales Predictions

◇ iOS ◇ Android ◇ Microsoft ◇ WebOS ◇ MeeGo ◇ Other ◇ QNX

data: Gartner. Figures for 2013 and 2014 inferred from supplied 2012 and 2015 figures.

guardian.co.uk

150
112.5
millions shipped
75
37.5
0

2010 2011 2012 2013 2014 2015

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benefits

- Large, high resolution screen
- Light
- Instant on
- Intuitive
- GPS capable
- Thousands of free apps

Convention Center Tablet Uses:

- Destination and venue sales
- Interactive event programs
- Interactive tradeshow guides
- Attendee onsite assistance
- Kiosks
- Attendee engagement/polling
- Lead exchange
- Paperless binders

Destination and center sales:

- **tourismvancouver.com**
- **heathmanhotel.com**
- **clevelandmedicalmart.com**
- **massconvention.com**

Interactive Event Programs and Tradeshow Guides

quickmobile.com

Attendee engagement and polling

spotme.com
ativsoftware.com
technology4events.co.uk
evenium.net (ConnexMe)

Lead Exchange

newleads.com

Paperless Binders
apple.com/iwork/pages/
www.apple.com/iwork (numbers)
quickoffice.com
paperportnotes.com
goodiware.com/goodreader.html
evernote.com/evernote
onenote.com
dropbox.com
culturecode.com/things/ipad
cocoabox.com/penultimate
asana.com
nuancemobilelife.com/apps/dragon-dictation

Three Venue and Events Technology Trends:

2. **Way-finding tools and augmented reality will assist venues, planners, exhibitor and attendees.**

Way-finding / Augmented Reality

maps.google.com
wifarer.com
indooratlas.com
sherpa-solutions.com
g.co/projectglass

Three Venue & Events Technology Trends:

3. **The demand for Wi-Fi will grow exponentially and venues will need to adapt to retain business.**

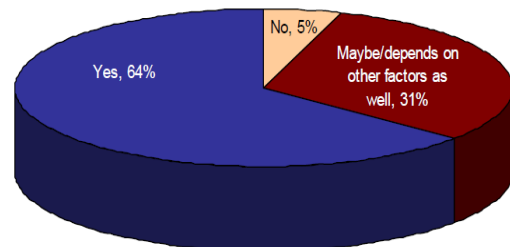"Free in-room Internet access ranked as the most desired guest-room amenity."

"47 percent of respondents said a hotel must cater to their technology needs before they book it, with wireless access a top priority."

Synovate survey, 2011
6,300 people, 10 countries

Internet access is at the top of things most guests care about hotels:

Does Free Wi-Fi Affect Choice of Venue?

Yes, 64%
No, 5%
Maybe/depends on other factors as well, 31%

Source: In-Stat, 9/10   n=1,083

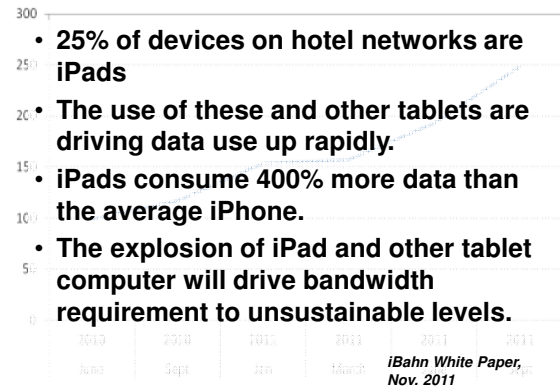
"Hotel Wi-Fi should be a right, not a luxury."

Sarah Lacy,
Senior Editor, Tech Crunch

"Conference & event organizers welcome free Wi-Fi in Estonia (E-stonia)."

- 60% of travelers in the US, Europe and Australia indicate they already have had a poor hotel downloading experience because the system was slow.

Ttnooz, Nov. 2011

Average Bandwidth per Session (MB)

- 25% of devices on hotel networks are iPads
- The use of these and other tablets are driving data use up rapidly.
- iPads consume 400% more data than the average iPhone.
- The explosion of iPad and other tablet computer will drive bandwidth requirement to unsustainable levels.

iBahn White Paper, Nov. 2011

"The iPad is the final nail in the 'all Internet is free' coffin."

David W. Garrison
CEO, iBahn

"CES: Please turn off your phones and your Wi-Fi"

Consumer Electronics Show
January 6, 2011

5,000 event WiFi users consume 1TB of data.

(1,000,000,000,000 bytes)

London Frieze Art Fair
Exhibition News
October 2011

Building Infrastructure: Solution

Switch

Internal Wiring (Copper/Fiber)

Ethernet Drop

Network Operations Center (NOC)

Xirrus Wireless Array

D-Mark

Fiber

TradeshowInternet.com

Xirrus Arrays

XR-1000	XR-2000	XR-4000	XR-6000
2 radios	4 radios	8 radios	16 radios
80 users	160 users	320 users	640 users

2 to 16 modular APs

*at 500 Kbps/user

TradeshowInternet.com

Salesforce.com @ Dreamforce 2011

World's largest enterprise software conference

REQUIREMENTS
- Wireless for 45,000+ attendees
- 2 million sq. ft. of Moscone Center

XIRRUS SOLUTION
- 58 Arrays **deployed** vs. 330 APs, saving **over 270 APs, cable runs, and GigE ports**
- 18,000+ total WiFi users, 7,000+ concurrent WiFi users
- 4,200+ users on 20 Arrays in keynote alone

rwang0 R Ray Wang
kudos to the @salesforce for getting wifi and wired connections at blazing speeds here in moscone #df11
8 hours ago ☆ Unfavorite ↑↓ Retweet ↩ Reply

TradeshowInternet.com

IMHO (in my humble opinion)

- **Provide throttled internet (512kb/sec) throughout the facility for free.**
- **Charge for higher speeds, dedicated bandwidth or other services.**
- **Premium attendee access: $10-12/day**
- **Premium exhibitor access: more**

Resources:

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Corbin Ball, CMP is an international speaker, consultant and writer helping clients worldwide use technology to save time and improve productivity. With 20 years of experience running international technology meetings, he now is a highly acclaimed speaker with the ability to make complex subjects understandable and fun. His articles have appeared in hundreds of national and international publications and has been quote in the New York Times, the Wall Street Journal, Fast Company Magazine and numerous other publications. Corbin serves or has served on many hotel, corporate and association boards. He is the only person to receive both MPI's International Supplier of the Year and MPI's International Chapter Leader of the Year awards. Corbin has been named in 2012 as one of "The 25 Most Influential People in the Meetings Industry" by Successful Meetings Magazine, the 5th time he has received this award.

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