

Real Properties and Real Floorplans

Powered by **Real Intelligence**

Revolutionary event management solution increases productivity and customer satisfaction at the same time

Real Properties - Trade Show Edition provides exhibition managers with a revolutionary tool that provides accurate, timely and intuitive information, industry leading CRM functionality and unparalleled flexibility in the way they control their events, be they industry trade shows or corporate events. Scalable, reliable and cost effective, our industry leading events solution delivers both an impressive ROI and increased customer satisfaction.

Real Properties make our job as show managers so much easier. It used to take days to book and confirm a booth sale and now it takes a matter of minutes.

James Kunzie
Owner, NorCal Events

Exhibition Sales

Intuitive, real time interactive floor plans allow sales people to view booth specifications; location; pricing; availability status, (sold, available or pending) and proximity information increasing overall organizational efficiency.

Speed up the sales process using automated e-mail confirmations, quote process, contract and exhibitor package distribution, reminders, task assignment, e-signatures and payment tracking.

Exhibitors can reserve or purchase booths and update their own profiles through an online web portal, which automatically updates show guide information, the public web site or mobile show guides. Follow up actions such as order review and confirmation or the issuing work orders can automatically be initiated.

Accurately track sales activity, forecasts, account history and event history.

Attendee Attendance

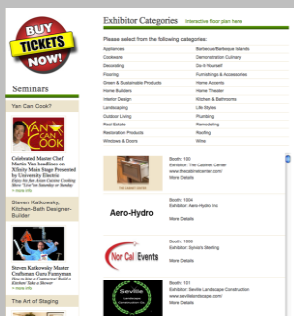
The attendee show experience begins with pre-show marketing and the registration process. Utilizing the powerful tools within Salesforce our solution enables the creation and categorization of prospective attendees providing for the design and execution of targeted marketing campaigns.

Attendees can purchase tickets, register for an event or enroll in conference/seminar programs in advance through a web based portal or register on site. The attendee registration function supports different levels of event participation and attendee identification. (Full, partial, speaker, exhibitor, etc) and automatically generates unique QR codes for badging and exhibitor lead tracking.

Exposition Management

The reservations and facilities management function allows you to plan and manage the entire venue. Event organizers can schedule conference rooms, plan seminar tracks, individual break-out sessions, speakers, complementary events, digital signage and issue task lists or work orders to staff and vendors, all from one application.

With complete calendar capabilities, an event organizer can easily see what meeting or break out room is available making the task of event scheduling much easier.



Campaign Hierarchy		
Campaign Name	Leads	Opportunities
Q3 2008 Marketing Programs' (Wide Parent)	23	12
2009-04 Dreamforce 09 Email CA CEOs	0	0
2009-04 Dreamforce 09 Event CEOs	0	0
Q308 Computing Conferences	16	7
Q308 Email Marketing	12	4
Hierarchy Total	227	79
Show 5 more » Go to last 10 »		



Marketing

Full CRM capability allows you to create and manage targeted ongoing exhibitor, attendee or sponsorship campaigns. Utilizing the power of Salesforce, you have tools that include; email marketing; auto response email; lead and list management; marketing analytics, customizable dashboards and report generation; workflow automation; collateral and document management.

These tools allow you to create, evaluate and adjust campaigns for maximum impact.

Include the power of social networking to build event awareness, buzz and enhance the show experience. Create, manage and monitor custom Facebook and Twitter information feeds.

Mobile

Our mobile electronic show guide provides complete exhibitor or category search capability, conference seminar information, schedule and location, speaker bios and interactive floor plans. The native iPhone/iPad Application also includes GPS enabled mapping and Points Of Interest information for areas surrounding exhibit venue.

Banner ad management system included allowing for additional revenue from both exhibitors and surrounding venues.

Android Version and integrated QR scanner technology, scheduled for later this year.

Finance/Management

Create budgets, track purchases and view sales forecasts in real time.

Customizable reporting function allows you to define and view the status of an account, event, a family of events or the enterprise as a whole. (current revenue, expenses, budget, sales forecast, current show utilization, etc.)

Platform

Secure, scalable, SaaS based solution built on Salesforce.com ensures ongoing platform support and stability with a minimum of internal resource requirements.

Role based management supports unique user views and responsibilities.

Easy integration with existing websites by providing show specific standard XML feeds.

Supports full integration with industry standard accounting, email, productivity tool and over 1,100 Force.com applications.

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About Real Intelligence

Real Intelligence provides innovation and flexible Property, Facility and Event management solutions that increase sales, marketing and operational efficiency while improving the overall customer experience at the same time.