

Poken at IMEX America

Las Vegas, Nevada | October 18-20, 2016

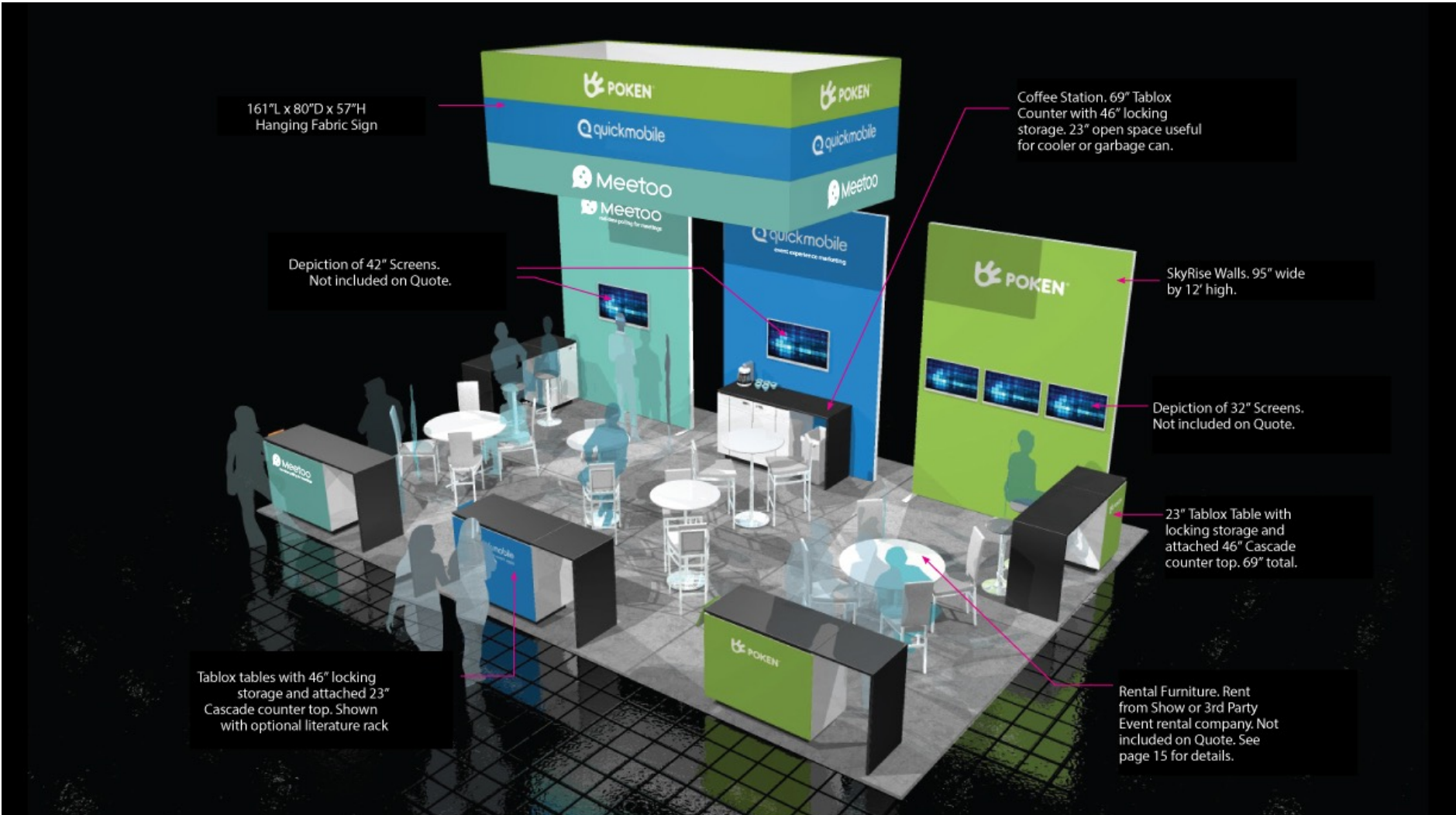


IMEX AMERICA

- Four day marketing event taking place in Las Vegas at the Sands Expo and Convention Center on October 18 - 20, 2016
- Partnering with metoo and QuickMobile, creating a larger presence
- Booth # 529



Booth Design



Schedule

Tuesday October 18	Doors open: 09:45am Show Commences: 10:00am - Show Closes: 5:30pm
Wednesday October 19	Doors open: 09:45am Show Commences: 10:00am - Show Closes: 5:30pm
Thursday October 20	Doors open: 09:45am Show Commences: 10:00am - Show Closes: 4:30pm

Also

Associaton Focus - Monday October 17

Smart Monday - Monday October 17

Onsite Logistics

- Marketing Event only
- Brendon will create a campaign for lead generation
- Brendon will send out emails stating Poken will be at IMEX
- US team member will transcribe business cards collected on site while the team is in Vegas
- IMEX Gala
 - October 19 from 9:00p - 10:00p
 - 4 tickets in contract

Onsite Logistics

- Hosted Buyer Program
 - We can begin scheduling appointments now
 - Login to the Exhibitor Portal and click Contact the Buyers
- Associations Evening:
 - 2 tickets in contract for Ron and Stephans
- Stephane campfire: Serious Business of Gamification
 - Tuesday October 18 at 2:00 until 2:30
 - At the MDI booth

Marketing Materials: Shipping

- Magazines: 130 total
 - 100 for our booth
 - 30 for MDI Stand
- 50 One-Pagers
- 120 Poken Sparks
- 10 Touchpoints
- 3 Placards
- 2 Tablets and NFC Phones
- Video for screens: Stephane
- 3 completed demo kits
- Survey boards
- Wires and adapters: Brendon and Ramon
- Laptop for screens: Brendon
- Screens: Purchase new
 - Demensions of booth manufacturer: 29.2" W x 17.2" H x 32" D

Post-Event

- Brendon take care of post-event marketing outreach
 - Format contacts and upload leads into Salesforce
 - Send a general thank you email
- Each member of the sales team is responsible for following-up accordingly

Onsite Specialists



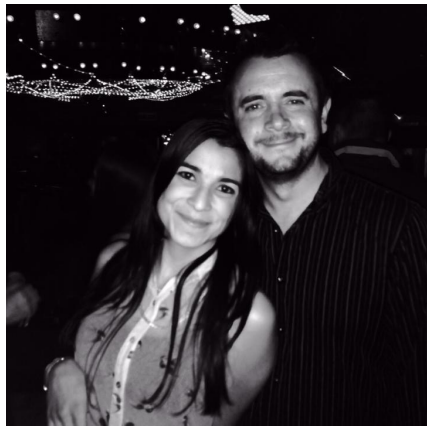
Sandra



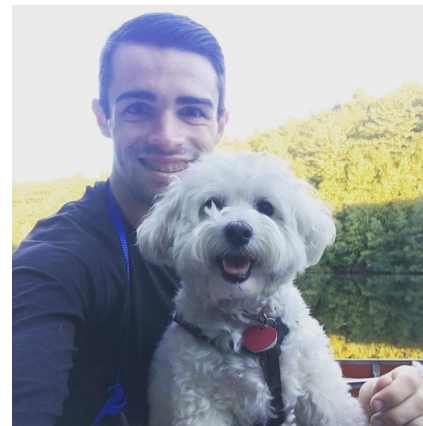
Ron



Stephané



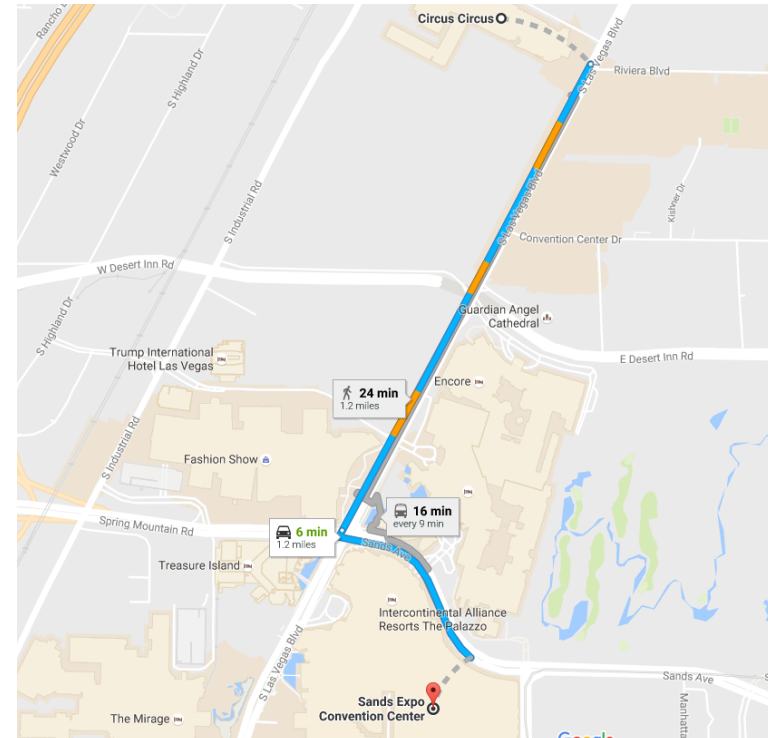
Luisa



Brendon

Accommodations

- [Circus Circus](#)
- Booked under your name
- [Short walk, Uber, or bus to Sands](#)
- Need Brendon's credit card to check-in
 - Call on arrival
- Check-in: after 3p



Travel Plans

- Each person is responsible for booking their own flight
 - Fly into McCarran International Airport (LAS)
- Arrive: anytime Monday, October 17
- Depart: Thursday, October 20 after 6:00pm or anytime on Friday, October 21
- We are not renting a car — use Uber or other services to get to the Sands Expo

Thank you!

For any questions
please contact:

Brendon

