

**Products:** LaserChamp and ScanChamp® ScanReader Solo  
**Customer:** InfoExpo.  
**Application:** Convention & Tradeshow Presenter Evaluation

InfoExpo provides solutions for companies to evaluate their conventions.

**Solution Tool**

By deploying LaserChamp barcode scanners, ScanChamp® ScanReader Solo software, and unique backend data processing it guarantees InfoExpo a faster and more accurate analysis of convention presentations than previously available (view photo to the right).

**Business Situation**

A large local supermarket chain in Mexico has a yearly convention where the suppliers of the chain are invited to exhibit their products. There are approximately 800 exhibitors and 1800 visitors. The visitors at the convention are the supermarket's own buyers. The need is to provide a more accurate and timely evaluation of the supplier presentations at the time of the convention.

**Solution**

InfoExpo Director & CEO Humberto Villarino has devised a uniquely effective system where each booth has a printed questionnaire for the visitor to qualify the supplier's presentation (see photo to the left).

Each answer has unique bar-coded numbering that allows a quick and more accurate measurement of the effectiveness of the presenters (see photo to the right). Each visitor (store buyer) receives a LaserChamp scanner when attending the convention. Every scanner is coded to be unique to each user (see photo below). During the convention the visitor, at the show, will visit any number of the suppliers. After each visit the buyer makes several barcode scans to identify the supplier and afterwards their chosen answers to the questionnaire.



Users download their information during and after the show, this information is then available almost instantly to evaluate the effectiveness of the convention.



### Benefits

- Barcode scanning encourages data feedback where forms that require written answers mostly fail
- Provides fast and accurate presenter evaluations
- Increases convention effectiveness

For information on scanning solutions please contact [www.serialio.com](http://www.serialio.com). (805) 964-8883.

Please contact Alberto Arango, [albertoa@infoexpo.com.mx](mailto:albertoa@infoexpo.com.mx) for information on InfoExpo convention and trade show evaluation solutions. Para obtener mayor información sobre las soluciones que Infoexpo tiene para la evaluación de convenciones, favor de contactar a Alberto Arango, [albertoa@infoexpo.com.mx](mailto:albertoa@infoexpo.com.mx).