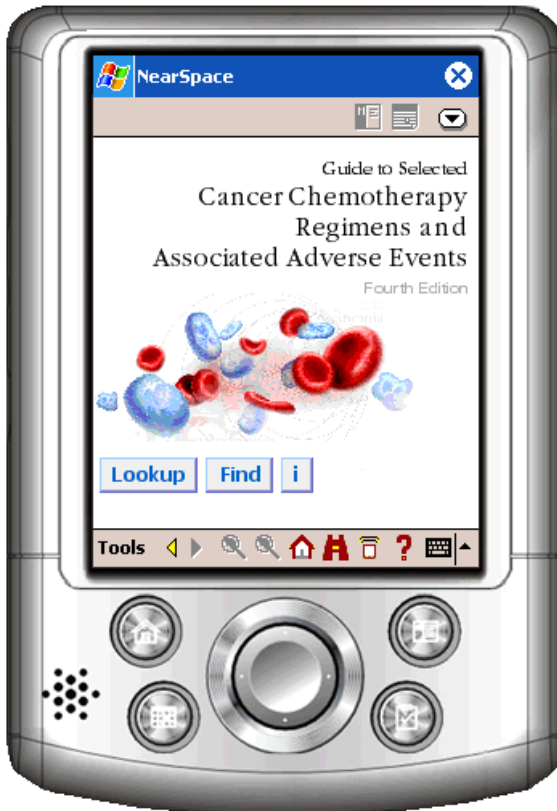




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Case Study: PDA-Based Publication & Beaming Installation Drives Unprecedented Booth Traffic

Business challenge:

A large pharmaceutical was retiring several exhibits. The event managers were looking for new ways to draw attendees into the booth, and to create opportunities for those attendees to interact with the Company's representatives.

One of the Company's more popular giveaways at events was a printed reference book of treatment regimens. The Booklet contained summaries for 250 different regimens with information on the studies backing each one. It also included a number of medical guidelines. The Booklet was referenced by doctors, nurses and pharmacists.

At events, the Booklet was stacked at stations interspersed throughout the Company's booth. Attendees would pick up a copy as they passed through. The Company distributed thousands of copies this way.

The Booklet was a major reason attendees visited the booth. Distribution was supported by strong word-of-mouth. However, unlike successful interactive exhibits, distributing the Booklet didn't cause attendees to *spend time* in the booth. Conversely, the interactive exhibits that engaged and occupied attendees in the booth didn't have anywhere near the "pull" of the Booklet.

Concept:

The Company decided to convert the printed Booklet to a PDA-based publication. The expectation was that doctors (85% of whom are carrying PDAs) would want the information in a PDA format because - unlike the printed copy -

- It would always be on hand, and available at the point of care.
- It could support powerful search capabilities, as well as personalized tools such as electronic notes and bookmarks

To distribute the PDA Booklet, the Company planned to install interactive, Infrared Beaming Stations in its booth. Attendees would step up to the Beaming Station, point their personal device at a Beaming port, and download the Booklet. The process was expected to take 1-2 minutes while attendees watched a Company presentation on the Kiosk's monitor.

Implementation:

NearSpace worked with the Company to provide a complete solution, including:

- **PDA application**

NearSpace developed a digital version of the Booklet that could be used / viewed on PDAs and "smart" phones on either the Palm or Pocket PC operating systems. Per the guidance of the Company's Legal Team, we included PDF package inserts for all of the Company products mentioned in the Booklet.

- **Beaming Kiosks**

NearSpace provided the Company with brushed-aluminum, touch-screen kiosks with a built-in Infrared beaming port. Because the Legal information tripled the size of the application, we implemented a new "Fast IR" beaming technology to ensure that the download time was less than two minutes in most cases.

- **Kiosk software and configuration**

NearSpace configured the kiosks with a custom presentation about the Company. To support the PDA download, we installed the NearSpace Beaming Wizard, a software package that guides attendees through the process (identifying the attendee's device type, sending the appropriate files, and then displaying device-specific installation instructions).

- **Signage**

We developed signage that reflected both the look-and-feel of the booth and the Booklet. We also provided copy for a flyer that the Company sent to attendees in advance to let them know about the availability of the PDA Booklet.

- **Booth Staff Training & Onsite Support**

NearSpace was on hand at each event to set-up, tear-down, and monitor the kiosks, and to assist attendees. Additionally, we trained the Booth Staff to give attendees a 30-second demonstration of how to use the PDA application. The demonstrations, in particular, resulted in an extraordinary number of quality interactions between Company staff and attendees.



Quantitative Results:

The PDA Booklet was first deployed on a trial basis at a small nursing show with approximately 6,000 attendees. The initial deployment did not involve any advanced promotion. The objective was primarily to work out any kinks in the process. Approximately 2.5% of attendees downloaded the PDA Booklet over a 3-day period. Interestingly, downloads peaked on the last day of the show when booth traffic usually slows down considerably. Many people, who learned about the PDA download earlier but had left their devices in the hotel room, returned to the booth before the end of the show.

The PDA Booklet Download was officially deployed at a large meeting with approximately 25,000 attendees in May 2004. Over the course of the 3 days that the exhibit hall was open, over 1,600 attendees (7% of attendees) downloaded it. Each and every download resulted in a substantive interaction in the booth – either with a Company rep or with the information presentation on the kiosk.

The PDA Download was, by far, the most popular feature of the Company's booth. According to event management, it was the most successful program on the exhibit floor.

Qualitative Results:

The feedback from attendees was tremendously positive: "This PDA download is just wonderful. Really valuable." (Dr. Lackey, Jackson Oncology Group) "Thank you very much. This is a wonderful tool." (Dr. Sherman, Fox Chase Cancer Center) "This is one of the best things at the show." (Dr. McAnery, New Mexico Cancer Center) "This is so simple. Even I can use this!" (Dr. Donnell, Alpena General Hospital) "This is mind-bogglingly neat." (Dr. Berk, Grant Medical Center, NY) They obviously appreciated receiving a tool that would be immediately useful in their practice.

After completing their own download, many attendees escorted their colleagues to the booth so that they too could get the Booklet! A half dozen doctors left the show, and walked several blocks in the rain to purchase a PDA after seeing a demo, and then returned with their brand-new devices to download the Company's application.

Beyond the Event:

Numerous Company sales reps reported that they received calls from doctors and nurses after the show inquiring about where to get the PDA publication. Some had seen it at the show, but had not brought their device. Others had not been at the show, but heard about the download from a colleague.

Approximately one-third of attendees, who downloaded the PDA Booklet, asked about beaming it to colleagues when they returned to the office – another indication that the PDA Booklet's impact went well beyond the show.