

SocialPoint™

You've created an amazing event. Now let your attendees spread the awesomeness—along with your brand message—to their Facebook community. SOCIALPOINT™ gives you a simple way to energize your event, promote your brand, and measure the results.

Using a SocialPoint station, attendees can share their experiences with their Facebook friends by posting messages that communicate passion for your product or cause along with personalized event photos.

Rock your events with interactive technology that lets you control the social media message while entertaining your attendees. A turnkey solution, SocialPoint is easy to deploy, fun to use, and a smart choice for controlled, measurable messaging.



How it works



1. Opt in

Event attendees opt in by adding the SocialPoint app to their Facebook profile.

At event registration, they receive a wristband or badge that lets them use the SocialPoint Stations.



2. Choose

Multiple SocialPoint experiences generate excitement at the event. Each SocialPoint station includes a message that attendees may share on Facebook. Attendees choose their favorite experiences to share.



3. Share

Attendees touch their wristband or badge to the reader at a SocialPoint station. The chosen message (and photo if selected) posts to the attendee's Facebook News Feed, instantly promoting the brand, cause, or event.



4. Spread

Facebook friends comment, like, or take action, spreading positive, controlled brand awareness to additional Facebook networks.



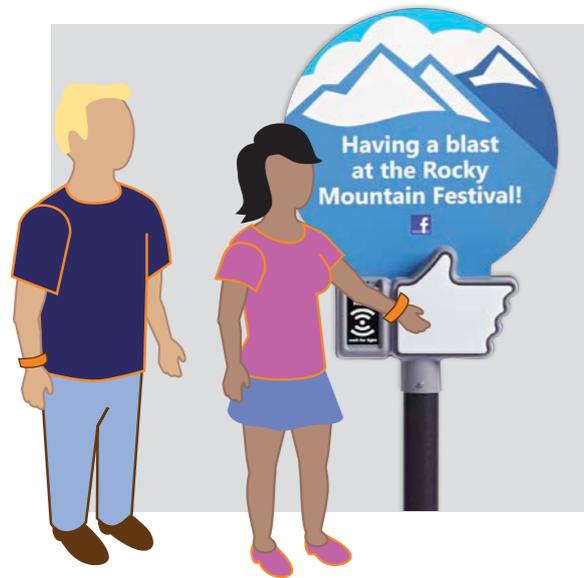
5. Measure success

SocialPoint reports how many:

- Attendees opt in
- Posts are made per station
- Facebook friends like, comment, or take action
- Click-throughs are generated

The SocialPoint Experience

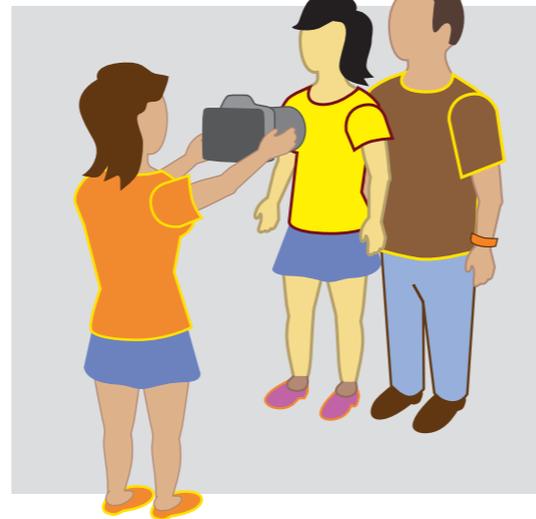
A variety of SocialPoint experiences can add excitement to your event. Use your imagination to creatively customize each for your brand or cause.



SocialPoint Station

Tell Facebook friends about an event, brand, or cause

A SocialPoint sign displays a branded message about your product or cause that attendees may share on Facebook. Attendees touch their wristband or badge to the “thumbs up” reader on the sign, and the thumb lights up to confirm the posting on Facebook.



PhotoPoint Station

Post event photos on Facebook

Energize your event with photography that can be watermarked with your brand and shared on Facebook. Choose a roaming photographer or a photo station. Attendees review photos instantly on a tablet computer and publish selected photos to their Facebook page.



TouchPoint Station

Choose from a variety of messages

TouchPoint Stations use a touchscreen monitor to help you creatively tailor the SocialPoint experience for your brand or event. The monitor displays message options that can be shared on Facebook. TouchPoint can be used in conjunction with event games, contests, and product trials. See the examples on page 7 for ideas.

EASY

Simple Setup for Event Organizers

SocialPoint is easy to implement—all you need to provide is access to power. We take care of the rest.

Before the event, we help brainstorm a SocialPoint strategy, and we design and print the signage. Onsite, we configure the SocialPoint stations, help attendees get set up, and make sure that everything runs smoothly.

Easy for Your Advocates

SocialPoint makes it easy for advocates to post a message about your brand or cause. They don't need to be social-media savvy or carry a smart phone. Your advocates simply choose a message, touch, and share their experience with friends.



FUN

Energize and Enliven

Your events are an explosion of positive energy and ideas. SocialPoint extends that energy to attendees' social networks and beyond. Guests smile for the PhotoPoint Camera, and their photos beam to a mobile TouchPoint tablet. They select their favorite images to post on Facebook along with a snazzy watermark that includes your brand logo and event identity.

Let Your Creativity Rule

Games, challenges, and contests can be woven into SocialPoint experiences. Give away samples of your product as prizes, and let the winners tell their Facebook friends about the cool things they won. Boost your fundraising power by inviting advocates at your event to post a clever endorsement and fundraising challenge to Facebook friends.

SMART

Take Control of Social Media Messaging

Facebook is a powerful messaging tool, but how can you predict what people will say about you? With SocialPoint, you can take control of social media messaging. We help you craft brand messages that communicate passion for your product or cause, and you define links, calls to action, and images to include in attendee posts.

Validate Your Investment

SocialPoint makes measuring success quick and easy. We track the results of your SocialPoint investment, providing a detailed report with a variety of parameters. How many posts were made? How far did your message spread on Facebook? How many people liked, commented, or acted on your message? We can provide a report that removes the mystery surrounding your investment.

Examples

Promoting a Brand

Colorado Cola Company offers free taste tests at the Rocky Mountain Festival. Emily tries all 10 flavors and chooses a favorite. SocialPoint takes a photo of Emily with a couple of friends drinking the soda. At the SocialPoint Station, Emily selects one of several predefined messages to post on Facebook with her photo. She shares the message — and the Colorado Cola brand — with her network.



Emily Doe
August 26 at 9:17am via Interactive Meeting Technology 

I'm having a great time at the Rocky Mountain Festival.



I taste-tested all 10 Colorado Cola flavors, and guess which one is my favorite?
Grape Explosion!

If you want to try my top pick, click [here](#) for a coupon!

Like · Comment

Posting about an Event

Brides like to imagine themselves on their magical day. The dress. The bouquet. The romance. At the UNVEILED Bridal Show, Alyssa stops by a PhotoPoint Station and has her picture taken holding a wedding bouquet. Her photo is watermarked onto the cover of *Weddings* magazine, and she shares her cover on Facebook with a carefully crafted message.



Alyssa Doe
November 5 at 10:20am via Interactive Meeting Technology 

I'm so excited about my wedding!



I'm finding ideas for every detail of my big day at the UNVEILED Bridal Show in Minneapolis, November 4-6 at the Convention Center. How do you like my cover shot?

Like · Comment

SocialPoint

Brought to you by Interactive Meeting Technology, LLC

Contact us to learn more

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