

INTERPACK 2011 Uses Mobile Web and App to Help Attendees Navigate the 2,700 Exhibitors

166,000 People Visit the Massive Packaging Trade Show

Encore's June 2011

SHOW MARKETING INSIGHTS

For trade and consumer shows, exhibitions and conferences

Last month, we visited [INTERPACK](#) in Dusseldorf, Germany, and are pleased to say, we made it to all 19 halls. Yes, it did take some time. However, it was well worth it, especially when we got to the food packaging section where they were giving out chocolates and other sweets. In addition to the food samples, we left with several valuable insights, and share some of them with you related to mobile media.

(1) INTERPACK offered BOTH a free iPhone/iPad App AND a mobile web site. Having both options available is certainly beneficial to the attendees. What is the best strategy here for your show... mobile app, mobile web site or both? See a discussion of this in our March 2011 newsletter "[Berlin Mega Event Expands Mobile Platform](#)" where we looked at Berlinale 2011.

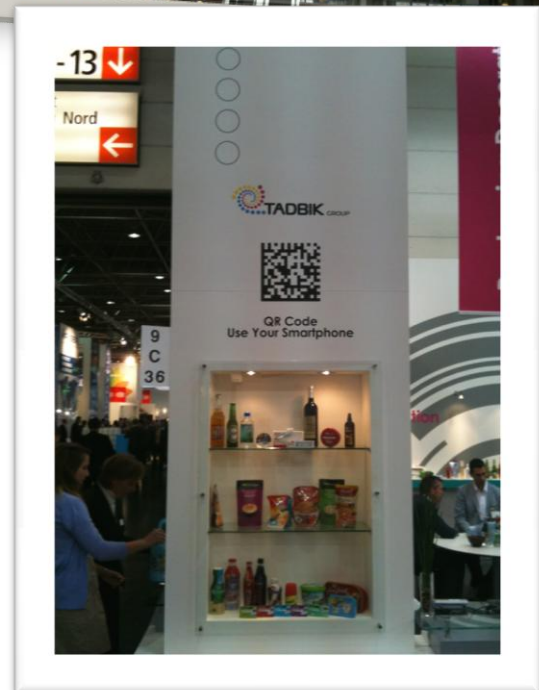
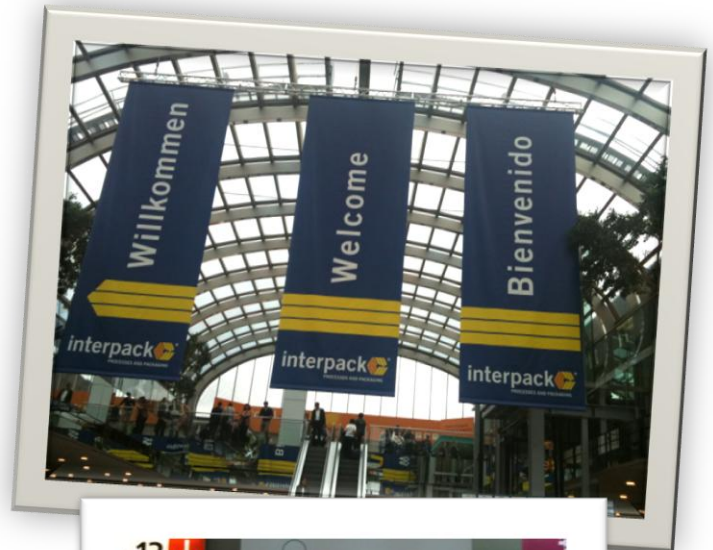
(2) Mobile was prominently promoted on the home page of the show's Web site, and elsewhere on the site. We also picked up INTERPACK "At a glance" at the show, a pocket size piece with a site map and show highlights, which also included prominent promotion of the mobile web site and app. Promotion is key as you have heard us say many times before for new mobile initiatives.

(3) A LIVE demo of the mobile Web site was available on the show's web site. It is still there today so check it out. You can access it from the home page.

(4) Attendees could download the mobile app the traditional way but INTERPACK also offered attendees the opportunity to scan a 2D barcode to download the app. We tried the barcode scan option with the iPhone. It was simple, quick and worked flawlessly.

(5) The mobile Web site and app offered excellent utility value, including an interactive map and exhibitor/product search, plus the show's personal fair planner could also be used on a mobile device.

In addition to mobile media being used at the show organizer level, we noticed several exhibitors leveraging mobile – and in some cases quite prominently. For example, take a look at the 2nd photo above of a display at the booth for The Tadbik Group, a leading global provider of labeling and packaging solutions. This big display with a large 2D barcode was right at the front of the booth.



Encore is an audience strategy, marketing and media buying agency, which specializes in local, national and global trade and consumer shows, exhibitions, conferences and other types of events. More info is available at www.EncoreMediaPartners.com.

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