

## MICE

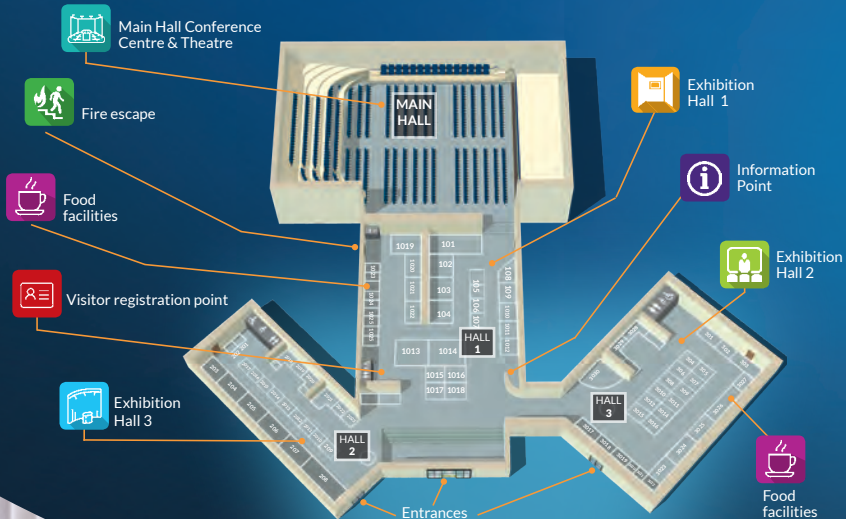
INCREASE COMPETITIVE ADVANTAGE AND BRAND AWARENESS.  
CONNECT WITH DELEGATES AND BUILD LOYALTY.



HELPING THE MICE INDUSTRY BRING IT ALL TOGETHER

# CONNECT WITH DELEGATES THROUGHOUT YOUR EVENT

CUSTOM BRANDED WITH YOUR LOGO AND COLOURS



## HOW POPGUIDE WORKS

- Concept to delivery in 8 weeks.
- Full-service package, no setup costs.
- No charge for custom branded contents.
- Multi-language capability to your specification.
- Application based so no hardware required.
- Easy download for every delegate.
- 24/7 virtual support and maintenance.
- Simple back-of-house controls for easy updates.

YOUR BRAND. THEIR EXPERIENCE.

## ORGANISER BENEFITS

- Cost-effectively connect with participants throughout your event.
- Your venues are navigable as 'Home' on city map.
- Improve participation by harnessing delegate smartphones.
- Schedules, meetings and floorplans always in visitors' pockets.
- Geo-tag your main venue, secondary venues and your sponsors.
- Get rich data on participants' behaviour and activity trends.
- Keep delegates connected with your brand after the event.
- Drive UGC via links to social media and review platforms.

## DELEGATE BENEFITS

- Confidently navigate the event, its venues and host city.
- Easy to use with information in chosen language.
- Plot your hotel and other locations with drop-pins.
- Offline navigation so no roaming charges or 4G blackspots.
- Suggested free time points of interest and itineraries.
- App contents complement user 'contacts' and 'diary' functions.
- Permanent take home audio and rich contents as souvenir.



“ *Your visitors or participants will relish the extra attention you provide.* ”

# IT'S AS EASY AS 1-2-3

## STEP 1



Download 'POPGuide'



## STEP 2



Open the app and  
login using your  
QR code.

## STEP 3



Download the map, navigation  
and audio contents. You are  
ready to go!



THE SMART SOLUTION FOR THE MICE SECTOR AND DELEGATES

