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## Smartphone Movement Becomes a Tradeshow Advantage



It has become commonplace that associations in the events community want to say that they are part of the Smartphone movement. The Smartphone advantage is the evolution of technology to come, and opportunities for show organizers to catch the momentum are at the forefront of technology innovation. Jay Tokosch is CEO and founder of AV1 Studios, Inc., a company that thrives by bringing innovation to the consumer electronics market-space.



In January of 2009 Core-Apps emerged with a talented team whose mission was to develop Smartphone applications specifically for the tradeshow industry. With Tokosch at the helm pushing the same standard of innovation that brought years of success to AV1 Studios, Core-Apps brings to the table Follow Me, a comprehensive solution built specifically for events. "Core-Apps excels at delivering high-end, industry specific Smartphone applications. In fact, our strong technology background and innovative ideas are our competitive advantage," says Tokosch. "Right now we have a really good business model and we are focusing heavily on the tradeshow market-space. We are application architects who understand business."

Core-Apps maintains that somewhere between 70 and 75% of attendees who are now going into tradeshows are all carrying Smartphones in some form or fashion. "The goal is to get an interactive application into their hands as they enter into a tradeshow," says Tokosch. "People who are walking around a show don't need, nor are they necessarily going to pick up printed marketing material." This form of technology is creating new opportunities within the social media space, for new marketing mediums.

With this technology attendees can use Twitter and share with friends what impresses them on the show floor. As part of the solution's feature list, if an attendee enters into a Sony booth, sees and loves a new 110-inch TV, they can turn around and Tweet about it. As an exhibitor, each can access the Twitter threads related to their products and services to see honest feedback and what is being said about other exhibitors.

There are direct marketing opportunities, and unique local advertising spots. All of the services are enabled through the smartphone. The solution provides real-time media tradeshow updates with alerts, and exhibitor direct marketing opportunities. Tokosch says that Core-Apps is exploring unique ways to enhance the attendee experience beyond interactivity. "We are trying to bring a value to purchasing the app for \$1.99. We are presenting a coupon idea. For example, for a Las Vegas tradeshow attendees may receive \$25 worth of chips to play at casino, redeemable upon the event's close."

The initial piece going into the application is a dashboard with banner space at the top. Links to friends, alerts and unique scheduling capabilities are easily accessible. Icons along the bottom and top move users into other areas of the application. "We built a management tool for tradeshows, so that they can move over all of the exhibitor information and maps, and adapt all of that via an integrated process," assures Tokosch. "We are providing interactive tracking, and of course green technology."

Revenue opportunities exist from the application sale itself, as well as from exhibitor banner and pop up features. While the local interest opportunities can be relative to the size of the tradeshow and location, this is a promising revenue solution, which accounts for local advertising and coupon models. "Our only expectation is that an event promotes the solution through their website, newsletters and other typical media outlets," maintains Tokosch. "We will be there helping to promote the sale of next years direct marketing at the exhibitor lounge. The pricing model is too practical to pass up for a direct marketing opportunity, while the interactive mapping is free to the event."

Tokosch and his Core-Apps team are exploring the edge of innovation with their smartphone applications. They remain flexible on their quest for success as thought leaders in the field of innovation. "We'll concern ourselves with understanding your business because we are business people and technology people," maintains Tokosch. Core-Apps has a solution very capable of embracing social media that takes advantage of real-time mobile access, making their solution a great option within the tradeshow market-space.

### Document Reference

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