

BVITS Conference Booth Visit Incentivizing System (CEBVIS a.k.a. “Mystery Tag”) Instructions

It is in the best interest of conference planners to take measures to ensure that exhibitors feel that their purchase of a booth has been money well-spent and they receive a fair amount of visitors. In addition, it is beneficial to the conference planners when exhibitors can identify specific efforts made by the conference planner to improve the visitation rate for exhibitor booths.

The BVIETS system App in “Directions Mode” includes functionality to incentivize the visitation of the maximum number of booths in a visible and fun way. We call this our “Conference Booth Visit Incentivizing System (CEBVIS)” or our “Mystery Tag” system.

To employ the Mystery Tag system, conference planners need the following:

- One or more prizes to serve as the reward for finding all three mystery tags;
- The three unique printed or printed and laminated mystery tags;
- Attendees to the conference that intend to take part in the Mystery tag contest will need the BVITS App to scan found mystery tags while in Directions mode.
 - Mystery tag .pdfs are available to conference planning personnel from dxdt Engineering and Research, LLC upon e-mail request hekimiancd@dxdtengeering.com. Laminated mystery tags are available for purchase by e-mail request to hekimiancd@dxdtengeering.com.

Instructions for To Mystery Tag Host (Exhibitors)

On or before the first day of exhibiting, approach 3 exhibitors and describe the Mystery Tag system. You might choose to use language like this:

“We have an incentive system to drive more attendee traffic to your exhibits. We call it the ‘Mystery Tag system’. It works like this: We select three exhibitors to host a mystery tag- which we will provide you. Please return it at the conclusion of today’s exhibit. We have instructed our attendees that there are three mystery tags among all of the exhibit booths and they should ask at each booth they visit, whether they have one. Please don’t volunteer that you have one, make them ask- if you have one, let them discretely scan it. The app that the attendees use to scan the tags will remember which tags they scanned for a few days. Any time after they have scanned all three tags they can show us (The conference administrators) their app and once we verify that they have scanned all three tags, we will enter them into our contest. Are you willing to host one of our Mystery Tags?”

Assuming the exhibitor is willing to host the tag, present them with a tag with the added instruction to be discrete about hosting the mystery tag for the benefit of all of the exhibitors, and to please return the mystery tag to the conference administrators at the conclusion of exhibits.

Note that one Mystery Tag contest should cover an entire multi- day exhibit period. Do not plan on choosing another three Mystery Tag exhibitors on day 2 or day 3. This could confound attendees that visited an exhibitor on day 1 who didn't have a tag and require them to revisit that same vendor to check for a newly issued Mystery tag.

Mystery Tag Instructions for To Attendees

Attendees will not be able to engage in the Mystery Tag game without a one-time purchase of the BVITS App for adaptive sports, BVI Mobility support, games and personal alarm function. Relevant information can be communicated to attendees as follows:

"In the interest of making our exhibition experience more interesting and rewarding for you we are providing an incentive for our attendees to visit our exhibitor's booths. The incentive is entry into a contest for valuable prizes. To participate in the contest, an attendee will need to have the multi-functional BVITS App. This app is available at low cost from the Apple App store at the following the link. <QQQ.QQQ>. The app supports many useful functions for the Blind and Visually-Imapired including adaptive sports and games; environment mobility tags; and a personal intrusion alarm.

Attendees that have the BVITS App on their iPhones or tablets are invited to visit all of our exhibitors and ask them whether they have a "Mystery tag". There are three Mystery tags distributed within all of the exhibit booths. The three vendors that have mystery tags have been instructed to only present the tags for scanning upon specific request by an attendee. If you find a mystery tag, please don't share where you found it with others. After you have found all three Mystery tags, please visit a conference administrator so they can verify your app an enter you into the contest.

This is how you capture a mystery tag:

- 1. Open your BVITS App.*
- 2. Press "Directions Mode"*
- 3. Aim the iPhone or I Pad at the mystery tag. The App will say: "Mystery Location (1,2 or 3)- Found". This is your cue to look for the remaining tags or, if you have found all three, to go to a conference administrator to claim your raffle entry or prize.*

4. *The BVITS App will save each mystery tag capture message for at least 4 days or until it is manually cleared.*

Validating the CEBVIS, Mystery Tag Contest Entries (Conference Administrators)

Through an announcement or through printed materials, ensure that your attendees know that after they find the three Mystery Tags they are welcome to present their app to the conference administrators to validate their contest entry or receive their prize.

The BVITS App captures the day and time that each mystery tag was scanned and holds that information for 4 days before automatically erasing it. Attendees that claim to have found all three of the mystery tags should submit their iPhones or iPads to conference administrators for validation and entry into a raffle or prize pool. Validation is easy and takes place as follows:

1. The attendee presents their iPhone or iPad that hosts their BVITS app.
2. The conference administrator accesses the BVITS app Configuration page by pressing the small gear icon that appears at the top right of the BVITS main screen.
3. The conference administrator scrolls to the bottom of the Configuration page and confirms that three mystery tags have been logged by the BVITS system. Each scanned mystery tag is listed with the day and time of its capture.
4. Make an external record of the fact that the attendee's contest entry has been validated.
5. Consider whether you want to clear the attendee's mystery tag list once a record of their valid entry is made. This practice will reduce the risk of one phone and app being used by multiple attendees to gain undue contest entries..
 - a. If you choose to clear the attendee's mystery tag list simply press the "Clear Found Dates" button or the trash can icon. Confirm your desire to clear the list.
6. Return the iPhone or iPad to the attendee.

After the last Day of Exhibiting (Conference Administrators)

Collect the mystery tags from their vendor hosts. Protect the vendor tags to help avoid them from becoming duplicated and misused. Individuals that take images of the mystery tags could potentially use those images to gain undue contest entries for themselves or others.