Lygase Brings *Smart*Shows™ RTLS and RFID Solution to the 2011 Petfood Forum

Lygase implemented patent-pending *Smart*Shows™ business intelligence solution which features RFID real-time and historical reporting for exhibitors at the Petfood Forum on April 11-13, 2011 at the Renaissance Hotel in Schaumburg, Illinois. Lygase' *Smart*Shows™ system leverages real-time locating systems [RTLS] sensor technology to automatically capture data pertaining to attendee movement and behavior throughout the tradeshow and sessions.

Lygase provided meaningful insights such as how many people were seen on the exhibit show floor across the two day. Steve Akins of Petfood Forum explains: "Petfood Forum is always looking for solutions to better serve our exhibitors and attendees. Exhibitors rely on us to provide tools that determine their return on investment at our show. Attendees rely on us for accurate and timely reporting of their CEU credits in addition to all the other benefits of Petfood Forum provides."   We chose Lygase *Smart*Shows™ suite of products which serves exhibitors, attendees and show organizers, because of the value add the meaningful reports generated through the SmartShows application provides.

Lygase monitored the entry and exit doors to the exhibit show floor to understand average time spent by each attendee and implemented the *Smart*Shows™ meeting and attendance tracking solution which utilizes RFID readers to automatically capture data on attendees going in and out of the session rooms. The Petfood Forum received online reports which validated attendance of persons attending sessions, showed the busiest areas of the show floor by the hour and other performance measures. Exhibitors who opted in the solution received online reports that contained data elements such as name, demographics, and dwell time. The reports could be easily exported and imported into each company's CRM system. This feature provides the exhibitor a way to utilize one platform to maintain prospect and lead data.

At the Petfood Forum, attendees also earn continuing education units (CEU) by attending conferences and workshops. The Petfood Forum attracted exhibitors from all over country. Attendees were offered the latest information and knowledge from leading pet food industry experts in the fields of packaging, marketing, safety, nutrition, manufacturing and retailing.

Exhibitors were overwhelmingly enthusiastic to learn about the state-of-the-art RFID technology available and being freed from having to physically scan an attendee's badge to capture lead info. Lygase received a 90% exhibitor opt in rate for lead and prospecting reports. Exhibitors were excited to know that they no longer had to manually scan their leads and prospects, but for the first time they are able to capture data on visitors that spent time in their booth that they weren't able to make contact with.

Lygase provided UHF RFID tags for over 800 attendees, 200 exhibitors, monitored three (3) large general session areas and twenty-three (23) break-out session rooms, and delivered leads and prospects for over 100 exhibitor booths at the Petfood Forum April 12–13th 2011.

About Lygase RFID Solutions
Lygase integrates innovative technology with business processes to help our clients obtain business information and intelligence for a measurable return on investment. We provide you with the best of three worlds: an understanding of business intelligence, data management and mobile, RFID and RTLS technologies.

Smart*Shows*™ is our premier offering where we focus on providing clients with intelligence and metrics for tradeshows, conferences and events. Using two sensor- based technologies, real-time locating system [RTLS] and radio frequency identification [RFID] technology, we have created a suite of products and solutions that addresses the needs of venue owners, show organizers, exhibitors and meeting planners. To learn more visit www.lygase.com.