



pokenEVENT™

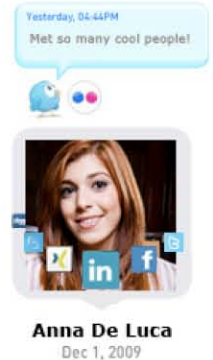
pokenEVENT: for events, conferences, tradeshow



Poken is the bridge between your real-world and online identities.

Efficient networking is the key to any successful business event. Time is limited, and business people often struggle to establish contacts, and when they do, they don't always follow up. Event organizers are thus faced with an interesting dilemma: the success of the event is often judged by the quality of the networking, but this is a vital component of the event that organizers can seldom control!

Enter the poken! The poken is your digital 'social business card.' It comes in a compact and attractive form that can be worn around the neck, or attached to a keychain. The poken is a two-way active communication device. When two pokens touch, they exchange a digital ID.



This unique poken ID is tied to a social business card that every event attendee creates on the Poken website. On the card they can enter their full contact details, including links to their social networks. There are over 40 networks available, including LinkedIn, Facebook, Xing, and more.



All contacts gathered can be uploaded when the event is complete, and will appear on an individual 'social timeline' that is a complete record of everyone that a participant meets!

No lost contact information, no wasted time. Maximum utility – and fun! -- for all event participants.

introducing pokenEVENT

PokenEVENT is a suite of services offered by Poken to create a rich experience for event organizers and sponsors. It is a completely customizable event package that includes a mix of hardware devices (pokens) and branded software (the Poken website). You also get post-event analytics and more.

With pokenEVENT you have the options of:

- **Creating custom-branded pokens with your event/company logo.**
- **Adding logo lanyards to be sure your poken is always ready to poken.**
- **Creating a branded website experience featuring a banner with your company's logo and graphics.**

Create a custom branded experience for any event

Corporate logo/identity on Poken caps

Logo lanyards

Tailor the website experience for attendees

Pre-load cards for event organizers in attendees accounts

Post-event analytics



- Creating a branded background for attendees' social business cards.
- Pre-loading event organizers' social business cards into attendees' accounts.
- Creating a master account that contains profiles of all attendees.
- Getting detailed post-event analytics to monitor the effectiveness of the networking.

pokenEVENT Customers

- BMW Trendforum
- IBM Cebit
- Samsung
- The Lift Conference
- KPMG
- Swiss ICT Awards
- More...



Poken events are hosted every month in countries around the world by distinguished sponsors such as: BMW Trendform, The Lift Conference, Swiss ICT Awards, KPMG, and more. Event organizers have realized that there is tremendous value in bringing Poken to your event.



key benefits of a Poken event

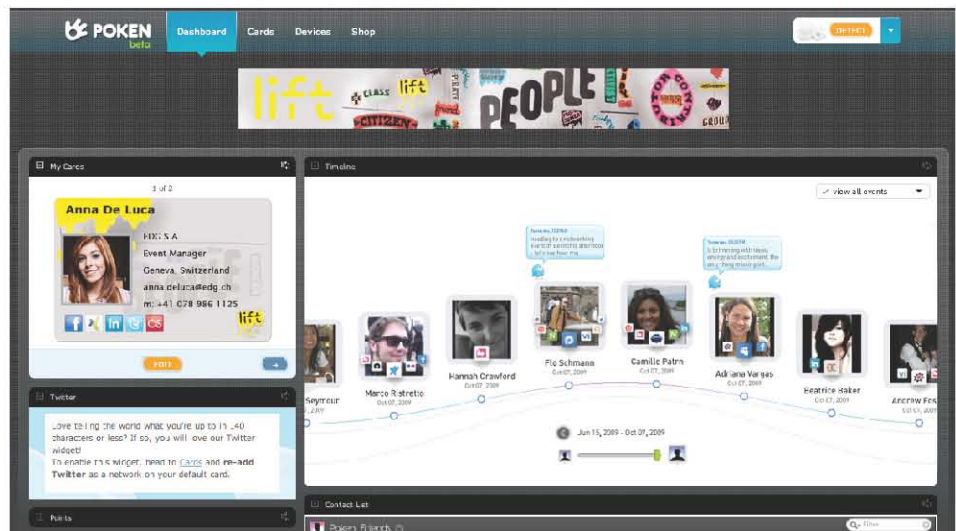
- **Social interaction:** pokens are an instant ice-breaker.
- **Increases networking efficiency:** just touch and go.
- **No need to re-enter data:** eliminates the need for business cards.
- **Seamless transfer:** download contacts to MS-Outlook and Salesforce.
- **Measureable:** track networking success with post-event analytics.
- **Builds your brand:** see your logo on pokens and the website.
- **Innovative:** adds a cutting-edge twist to your event.

Learn more about pokenEVENT...

To find out more about how Poken can help you improve your next event, tradeshow or conference please contact us at:

Email: events@poken.nl

Phone: +31 87 784 1586
Netherlands



The Lift Conference branding on the Poken website

You google. You text. You chat.
Do you poken?

www.poken.com

For event organizers, the equation is simple: Poken improves networking at the event and helps you stand out in a crowded event space. Improved networking equals greater customer satisfaction. The result: increased repeat attendance, stronger word of mouth, and an additional compelling sponsorship opportunity.