

Onsite, Online, Ongoing



Eventigy LeadPics™ captures valuable prospects through the powerful medium of photography and sophisticated marketing channels.



Show Me the ROI

Your event did its job and attracted the masses, did you seize the moment before they left?

Unlike conventional event photography or onsite promotions, Eventigy LeadPics captures valuable prospects and data from thousands of event attendees.

Eventigy LeadPics further extends your marketing dollar reach by increasing onsite interaction, Web traffic, and viral brand exposure — ensuring higher event ROI.

Imagine thousands of people waiting to engage your brand. Eventigy LeadPics creates excitement and interaction with the ultimate one-to-one marketing experience that leaves your attendees with an indelible memory long after the event.



Solutions for:

Trade Shows
Concerts & Festivals
Sporting Events
Road Show Marketing
Bar Promotions
Cause Marketing
Product Launches
Arts Marketing



Eventigy LeadPics Successfully:

- Enhances interactive participation and excitement
- Provides your audience a branded keepsake
- Drives Web site or promotional Microsite traffic
- Captures profile data from each participant
- Secures opt-in permission for future programs
- Generates viral marketing
- Promotes products and services
- Develops lasting customer relationships

lead generation . brand demand . prospect cultivation . audience development

So, How Does it Work?

Sophisticated software enables it, but to you and your potential customers... just say "cheese".



Attendees pose for a FREE onsite photo and branded customizable photo pass card containing a unique ID.



Attendee's photos are Uploaded, Branded and Processed via LeadPics propriety online software.



Attendee enters the Pass Card ID into a branded sponsor Web site along with CRM, opt-in and survey data.



Viral marketing, through email photo sharing, drives additional traffic to your Web site giving you more exposure.



Attendees view their own photo home page where you can drive sales by featuring products and services.

Onsite

Eventigy LeadPics goes anywhere your sponsorship takes you from concerts and sporting events, to tradeshows and conferences. With custom display backdrop or venue roaming shots, LeadPics generates excitement and memories that increase your impact, visibility, and the opportunity to interact with your target audience. No more handouts or giveaways that end up on the ground or in the trash.

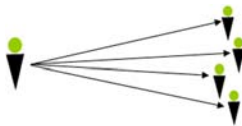
Online

Generate traffic, profile prospects, and deliver your marketing message while connecting to your consumers on the Web like never before through their own personal photo album. After every event, attendees are driven to a sponsor's Web site or promotional Microsite to retrieve their photos, increasing significant Web traffic and exposure through viral marketing opportunities.

Ongoing

Keep the momentum going by extending your sponsorship impact beyond the event through highly effective one-to-one permission-based marketing campaigns. From direct mail to cost-effective email campaigns, Delphi Marketing Group can provide a host of additional Eventigy end-to-end post-event marketing solutions.

Viral Marketing



Attendees share your products and services through their Photos emails.

ROI You Can Actually Count On

We know how hard it is to provide ROI for events. That's why we created Eventigy LeadPics. With every flash of the camera and click of the mouse, valuable data is recorded and available in detailed metrics and custom data analysis reports — helping you to gage the impact of your sponsored events.

Eventigy LeadPics™ Event Metrics						
	Day 1	Day 2	Day 3	Day 4	Day 5	TOTAL
Lead Card Click	38	38	38	38	38	192
Photo Upload	1,200	1,200	1,200	1,200	1,200	6,000
Photo Download	1,200	1,200	1,200	1,200	1,200	6,000
Photo Share	200	200	200	200	200	1,000
Photo Email	200	200	200	200	200	1,000
Photo Print	200	200	200	200	200	1,000
Photo Postcard	200	200	200	200	200	1,000
Photo Album	200	200	200	200	200	1,000
Photo Home Page	200	200	200	200	200	1,000
Photo Social Media	200	200	200	200	200	1,000
Photo Blog	200	200	200	200	200	1,000
Photo Video	200	200	200	200	200	1,000
Photo Audio	200	200	200	200	200	1,000
Photo Text	200	200	200	200	200	1,000
Photo Image	200	200	200	200	200	1,000
Photo Link	200	200	200	200	200	1,000
Photo Form	200	200	200	200	200	1,000
Photo Table	200	200	200	200	200	1,000
Photo List	200	200	200	200	200	1,000
Photo Grid	200	200	200	200	200	1,000
Photo Slider	200	200	200	200	200	1,000
Photo Carousel	200	200	200	200	200	1,000
Photo Accordion	200	200	200	200	200	1,000
Photo Modal	200	200	200	200	200	1,000
Photo Overlay	200	200	200	200	200	1,000
Photo Tooltip	200	200	200	200	200	1,000
Photo Popover	200	200	200	200	200	1,000
Photo Dropdown	200	200	200	200	200	1,000
Photo Button	200	200	200	200	200	1,000
Photo Link	200	200	200	200	200	1,000
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Photo Button	200	200	200	200	200	1,000

About Eventigy

Whether you're looking for highly qualified leads, generating demand for products or services, cultivating prospects, or driving event attendance, Eventigy event solutions from Delphi Marketing Group delivers a unique blend of creative services and technologies tailored to maximize your event ROI.

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