



Stadiums and Events

Connect with event attendees in real time - and make it count. Level up your existing WiFi network with Smart WiFi to earn direct revenue and create experiences that last a lifetime.

Marketing4WiFi™

- ▶ Collect attendee data including demographics, contact information
- ▶ Provide unique WiFi access levels to VIPs, vendors, and sponsors
- ▶ Collect WiFi payments at conferences and exhibitions

Analytics4WiFi™

- ▶ Use presence data to inform vendor placement and event layout
- ▶ Strategically place sponsored signage in high-traffic areas
- ▶ Use triggered messages to alert staff of abnormal traffic patterns

Ads4WiFi™

- ▶ Promote third-party sponsors with rotating, interactive ads
- ▶ Provide sponsor attribution with detailed impression metrics
- ▶ Increase event app downloads with app store redirect based on device type

READY TO GET STARTED?

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How is Smart WiFi being used at stadiums and events?

Sell sponsor placements.

Give sponsors one-on-one attendee visibility with trackable WiFi advertising campaigns.

Gain attendee insight.

Get to know your attendees through detailed guest analytics. Aggregate data using built-in integrations.

Control usage.

Increase security, isolate guest devices, limit usage times, and block unwanted users - all from a centralized dashboard.

Inform site layout.

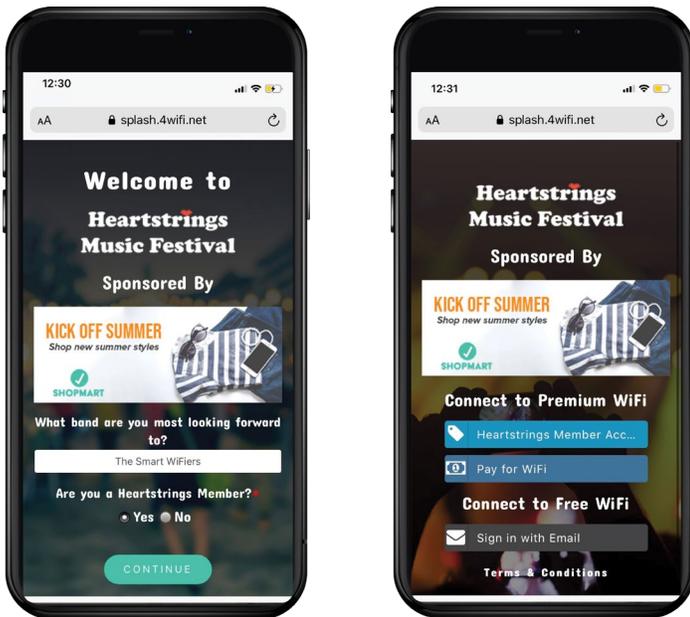
Collect and analyze detailed traffic and guest behavior analytics to inform smarter, more strategic site plans.

Brand the experience.

Drive event loyalty at each touchpoint. Engage before, during, and after the event with Smart WiFi.

Collect direct WiFi payments.

Allow unique access levels for VIPs, vendors, and attendees. Charge for premium access using WiFi payments.



Transform your guest WiFi network into a marketing machine through customer insights, targeted marketing and social engagement.

- ▶ Send automated SMS, email, and social campaigns
- ▶ Customize WiFi login and landing pages
- ▶ Create, track and redeem coupons
- ▶ Offer WiFi access through payments or vouchers
- ▶ Collect customer demographics and build guest list
- ▶ Increase security, limit bandwidth, and filter content
- ▶ Build on in-house systems through API integrations
- ▶ Collect guest insights with surveys and forms

