

Farm Progress Show

August 2016

Panvista Case Study

"We found the Panvista solution as an excellent and flexible way to introduce the benefit of event data to the agricultural market. While the market uses data extensively already, the insight that attendee traffic and behaviour data provided was a significant new benefit to these industry trade shows. Also, we were very pleased with the adoption of this new solution by the attendees as well." – Jo Dixon, Event Technology Director, Penton

Panvista supported Penton, a global information services company, at their Farm Progress Show in Boone, Iowa, USA.

Scope

Panvista captured a selection of 15,000 farmers and other visitors from a total audience of nearly 60,000 attendees. The attendee traffic and behaviour was then analyzed over a 750,000 square foot event space that comprised of 12 key large exhibitor booths showcasing companies like John Deere, Case IH and even a plot of land that was seeded by Monsanto. Key intersections of attendee traffic plus a large hospitality tent were also covered over the three-day event. Deployment was done within existing registration areas across all entry points. Farm Progress Show is the largest such event in the US.



Challenges

Panvista was faced with a challenging environment, with much of the event space being outside and exposed to the elements. Panvista also needed to work within tight timelines for hardware setup, registration, tear-down and move-out, all within a very large area. The exhibit spaces varied in size and complexity too, with several housing large and expensive equipment. Panvista had to fit within existing registration processes and not slow any procedures down. Beacon deployment needed to be discrete. During the show, Panvista made themselves available to handle questions from staff, attendees and exhibitors in a timely and professional manner.



Results

All exhibitors were given a detailed report on their booth which ranged in size from a few thousand square feet to over 150,000. Penton was also able to track which areas of the show people went too including major exhibit intersections, in order to better understand traffic patterns. Penton was also able to see how long people actually stayed at the show over the course of each day and across all three days. Exhibitors found this information valuable as it helped substantiate the investment in the event.

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