



A Smarter Way of Doing Trade-Shows: Afflink uses Poken at its Preferred Buyer trade-shows to allow Buyers to track visits to Supplier booth, gaining credit for connecting with Suppliers

The client

Afflink is one of the biggest and most successful member-driven sales & marketing organizations, linking Preferred Suppliers to the largest group of Distributors found anywhere in the marketplace. Through its tradeshow, Afflink connects its members according to their business objectives, effectively driving purchasing behavior to deliver better results.

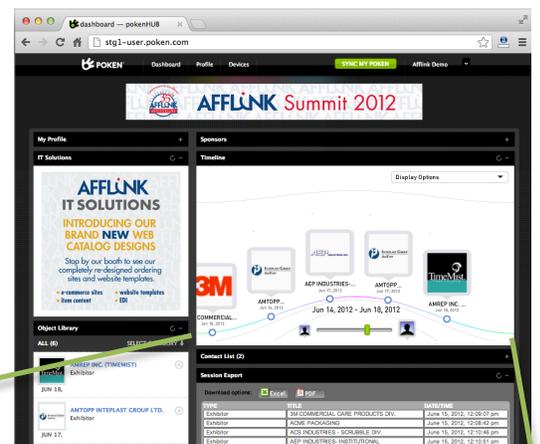
More than a "Buying Group", Afflink has developed a winning strategy that combines leading-edge digital tools and real-world meetings. Using targeted technologies to help its members achieve their meeting objectives, Afflink has managed to outpace the industry by more than double digits.

QuickStats

- **42%** reduction in paper and energy consumption measured by the organizer
- **61'000** digital business-card exchanges
- **Networking** boosted across professional boundaries
- **12'360** meetings scheduled and tracked using digital tags and pokens
- **Green Metric:** Afflink can boast being closer to its goal of running sustainable events

The challenge

Afflink wanted Buyers to be able to track and report on the supplier meetings they were having. Setting targets for different groups of hosted buyers, Afflink would reimburse hotel expenses if proof of a minimum number of meetings was presented.



Session Export

Download options:  

TYPE	TITLE	DATE/TIME
Exhibitor	3M COMMERCIAL CARE PRODUCTS DIV.	June 15, 2012, 12:09:07 pm
Exhibitor	ACME PACKAGING	June 15, 2012, 12:08:42 pm
Exhibitor	ACS INDUSTRIES - SCRUBBLE DIV.	June 15, 2012, 12:10:46 pm
Exhibitor	AEP INDUSTRIES- INSTITUTIONAL	June 15, 2012, 12:10:51 pm
Exhibitor	AMREP INC. (TIMEMIST)	June 15, 2012, 12:08:26 pm
Exhibitor	AMTOPP INTEPLAST GROUP LTD.	June 15, 2012, 12:10:41 pm

The solution

"Checking in" at meetings using a poken, attendees could then export and print the list of meetings they held on site, using a simple "meeting export widget" placed in the event portal. Poken's white-label event portal provided a secure





About Poken:

Poken is revolutionizing the event industry with innovative solutions to eliminate paper waste, boost networking, and generate high quality leads.

Anyone can collect digital information in the real world from our smart tags.

Through our brand-able & customizable web portal, using our online content management tools, event organizers and marketers can create an interactive experience for visitors to engage with their marketing materials, while measuring the impact and popularity of the information they distribute.

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online environment for visitors to track their meetings, and show proof of progress towards achieving a networking objective.

“At AFFLINK, we’re always looking for ‘what’s next’ to make our events more valuable for our Members and Suppliers,” says Michael Wilson, Director of Marketing at AFFLINK. “Giving every attendee the ability to connect electronically removed the need for traditional tote bags, business cards and breakout session handouts, allowing them the flexibility to upload information to the cloud and retrieve it once they returned to their offices.”



Measuring Continuing Education

Using check-in and check-out tags for break-out sessions allowed the client to efficiently track session popularity, and also measure the membership organizations’ continuing education class attendance. To improve organization efficiency, members are given the opportunity to attend classes, and obtain credit for the trainings.

The flexibility afforded by Poken’s “touch marketing” platform and the use of NFC+ pokenTAGs in conjunction with poken USB devices resulted in a far more effective solution than Afflink had used in the past. Deploying easy-to-use self-contained, adhesive, pokenTAGs was a hit with attendees and staff alike.



Afflink's sustainability efforts, through reduction of paper waste and the introduction of energy-reducing technology, obtained them a very **favorable mention** on Cleanlink!

