Las Vegas Market Seeks Alert Feature for Exhibitors

CDS Develops Lead Retrieval Text Alert Feature

**Show**  
Las Vegas Market (LVM) is the largest furniture, home decor, and gift wholesale market in the West, featuring more than 1,573 exhibitors and drawing tens of thousands of buyers from 50 states and 76 countries. The event is held at a five million square foot state-of-the-art venue comprised of three interconnected buildings and temporary exhibit facilities offering 40 floors of exhibits along with seminars and networking events.

**Challenge**  
LVM’s goal was to offer lead management services that provided exhibitors with a constant stream of marketing and sales opportunities. Lead retrieval was critical because this show is a buyer’s event. Connecting attendees to product representatives allowed exhibitors to take orders during the show and maximize ROI. Convention Data Services (CDS) was challenged to provide lead retrieval technology that did more than just scan badges. Exhibitors wanted the capability of triggering an alert when a badge was scanned to notify sales representatives when an attendee from their territory was in the showroom.
Solution  CDS provided LVM exhibitors with the XPress Leads™ suite of lead retrieval and lead management products, along with complete support and service both pre-event and onsite. Text alerts is a feature developed by CDS that allows exhibitors to preload a representative’s cell phone number and assign a geographic territory to each representative.

When an attendee’s badge was scanned using XPress Lead Retrieval, the representative who was assigned to the attendee’s territory received an instant text alert notification that the attendee was in the booth. This lead retrieval feature was extremely valuable. Upon receiving an alert, the representative went to the booth reception area, greeted the attendee, and proceeded with the selling opportunity.

Results  During the show, 33 exhibiting companies utilized the optional text alerts feature and sent out more than 110,000 text messages. On average, these exhibitors sent more than 3,000 notifications each, allowing sales representatives to greet attendee prospects as they were scanned into the showrooms. Overall, exhibitors experienced successful lead management and were able to easily and quickly connect the right sales representative with each attendee in the showroom due to the text alert notifications.

LVM Text Alerts

- 33  Exhibitors who used text alert features
- 110,000  Text messages sent by exhibitors
- 3,000  Average number of messages sent per exhibitor