

# Tradevent debuts digital marketing technology at EventConneQion Brisbane 2010

## Mobile and Video Marketing Tools

Tradevent HarbourData, Australia's leading data capture agency to the exhibition and event industry, is today introducing two new marketing applications to its suite of products at EventConneQion (ECQ) Brisbane 2010. The products are Txt2Get and iPOWOW!

"Tradevent HarbourData is a major supporter of ECQ 2010," says Sandra Fountain, Managing Director Tradevent Harbourdata. "We're launching these new products at this exhibition to celebrate our inaugural association with the show and to increase our presence in the Queensland market."

The 2,000 event specialists expected to attend ECQ 2010 will be introduced to the Tradevent team upon registration to the show; which Tradevent is managing. "All pre-registered visitors to the show should enter using our mobile marketing bCODE technology," Fountain says. "Then, head straight to our stand at C15 to receive a demonstration of our new innovative marketing products, Txt2Get and iPOWOW!"

Tradevent's new products help event organizers, and marketing pros generate true interaction with their target audiences and capture valuable data about them through integrated mobile phone, digital video and social networking strategies.

"Data is the new black," says Fountain. "Businesses need to evolve the way they capture and use data. When data is used effectively, it takes a business's marketing campaigns to the next level. Tradevent is more than a traditional registration company for our clients. We're now an extension of their marketing teams. We provide strategy and assistance with data capture campaigns to ensure they reach their event and business goals. And, all of the products we offer can be fully integrated together in any format."

Tradevent's Txt2Get is a mobile, marketing pull-tool that helps marketers and event organizers improve their advertising and event participation ROI by encouraging people to SMS to learn more about their products and services. "Txt2Get is an automated mobile and email response system that's proved to be 3x more effective than 1800 or web addresses in attracting clients," says Fountain. "Txt2Get encourages people to contact businesses to receive information or promos. It allows the client to build an opt-in database of genuine leads. If a person knows how to SMS, they know how to use Txt2Get!"

Australians have a huge interest in online videos, watching 33 million each day of January 2010 alone. Tradevent's iPOWOW! can be wrapped around any video and used on any computer, TV or web-enabled mobile phone and touch screen to gather real time opinions and feedback from anywhere in the world.

"Video is 3x more clickable than text, giving iPOWOW! massive potential in the event industry," says Fountain. "Imagine a live television audience being able to provide real time feedback for everything from people's choice nominees at the Logies to cricket matches and football games. And, this feedback can be seen live on their TV screen! iPOWOW! can be used at conferences for real time feedback and for AGMs and other events being streamed on the web and watched on a mobile handset or a computer. It allows people not physically present at the event to be able to vote and provide their opinion and feedback in real time."

Tradevent HarbourData is handling the registration services for EventConneQion and will debut Txt2Get and iPOWOW! at Stand C15.

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#### About Tradevent HarbourData

Tradevent HarbourData specializes in creating and integrating data and registration solutions for the exhibition, meetings and events industry. They also work with exhibition and event organisers, pr firms, advertising and marketing agencies to create, develop and implement live research and multi channel digital marketing initiatives. Tradevent HarbourData is committed to discovering the best solutions to our clients needs and achieving their desired outcomes.

For more information, visit [www.tradevent.com.au](http://www.tradevent.com.au).

#### About EventConneQion

EventConneQion is the leading event for Queensland event organizers. It is being held in Hall 1 at the Brisbane Convention and Exhibition Centre 23-24 June 2010.

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