



Crowd Mics, CoatChex, & PRSONAS Named as Competitors for 2014 Event Innovation Battlefield

Trade show association SISO nominates three innovative brands to compete in the Event Innovation Battlefield

SANTA MONICA, CA, USA, July 18, 2014 /EINPresswire.com/ -- [SISO](#), the largest association of the For-Profit Trade Show organizer, announced today that [Crowdmics.com](#), [CoatChex.com](#) and [PRSONAS.com](#) have been nominated to present at its second annual "Event Innovation Battlefield."

The competition will take place at the SISO Leadership Conference in Atlantic City on August 11-13, 2014. The event brings together top tier managers and young leaders interested in innovation and best practices.

"The Event Battlefield is an important motivational hub for innovation, ideas, talent and products," said Lew Shomer, Executive Director of SISO. "It gives our members the ability to see what's on the drawing boards now that will drive our industry in the future. We can also help incubate, develop and assist in the delivery of products and services to the market. It's a win-win-win which will advance the event industry."

This year the nominating committee chose three nominees from more than fifty organizations that applied, looking for breakthrough event technology or amazing business models.

According to David Adler, CEO of BizBash and Co-chair of the SISO Battlefield project, "We are excited to present organizations that will stretch the imagination, showcase forward thinking and encourage our members to raise the bar. The program itself is a version of American Idol meets Shark Tank where attendees will vote on their choice for the most innovative."

Background on 2014 Nominees

Crowd Mics - turns the audience's iOS and Android devices into wireless microphones so that audiences can talk into their smartphones and tablets and be heard over the room's sound system clearly by everyone in the room, in real-time.

CoatChex - is a solution that eliminates the claim ticket through technology that matches faces to belongings. As seen on Shark Tank, the application will send text receipt to provide a seamless

and wonderful experience. The result is superior customer service, peace of mind and exciting new ways to connect with customers.

PRSONAS - smart virtual presenters use artificial intelligence and computer generated visual technologies to interact with customers and gather valuable user analytics at trade shows and events. PRSONAS can automatically engage with customers anywhere, anytime and in any language.

Grazia Mohren

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