



Alliance Tech to Exhibit Event Technology Solutions and Lead Conference Sessions at EXHIBITORLIVE

Booth 1339; New Session Focusing on RF Technologies

AUSTIN, TX, UNITED STATES, February 24, 2016 /EINPresswire.com/ -- Alliance Tech by [Cvent](#), an event technology solutions provider focused on business intelligence for trade shows, conferences and events, today announced that it will be exhibiting and presenting conference sessions at [EXHIBITORLIVE](#) 2016.

A leading pioneer in [RF technology](#), Alliance Tech will present its suite of solutions focused on marketing metrics for trade shows and events in booth 1339, including lead management, check-in and badging, and attendance tracking. Booth visitors will learn how Alliance Tech's metrics and analytics can help clients increase net new opportunities, cut down unnecessary costs, and increase ROI.

The logo for AllianceTech by Cvent. 'AllianceTech' is written in a large, bold, black sans-serif font, with 'Tech' in blue. Below it, 'by Cvent' is written in a smaller, blue, sans-serif font.

Alliance Tech by Cvent

Alliance Tech will present three sessions during the conference, including the debut of, "How RF Technologies Will Change the Face of Events."

Wednesday, March 2

New session: How RF Technologies Will Change the Face of Events

RF Technologies, including Bluetooth Low Energy (BLE), Near Field Communication (NFC) and Radio Frequency Identification (RFID) are becoming increasingly prevalent in tradeshow and events. Learn what capabilities already exist and what is expected to arrive. Leave ready to use RF Technologies to make your events more interactive, increase attendee engagement and provide rich data. You will:

- Understand the capabilities and limitations of RF Technologies
- Identify which RF Technologies will make the biggest impact on your events
- Identify what data (collected or generated via RF Technology) will be the most valuable for event measurement

Resolve the Lead Retrieval and CRM/MAT Conundrum

Prompt lead follow-up is crucial to delivering substantial ROI for event marketers, but integrating leads into CRM and MAT systems can be a challenge. Explore how some companies measure their events by automatically uploading consistent event data to CRMs and MATs. Learn how to push your lead data directly into top CRM/MAT systems like Salesforce and Eloqua-- enabling your sales team to follow-up immediately. We will discuss:

- Why incorporating lead data with your CRM/MAT adds value to your program
- What data is needed and what is the most valuable to both sales and marketing
- How to identify the stakeholders within a company who are needed to make the integration happen

Thursday, March 3

Seven Steps to Understanding the Attendee Journey

When event professionals can identify preferences and behaviors of certain groups, they can draw solid conclusions surrounding the attendees and effectiveness of the overall event. In this session, you'll learn to combine the most relevant types of measurement technologies to help understand the complete attendee journey for individuals or selected groups, including:

- Necessary metrics to capture and analyze attendee interests, behaviors and preferences
- Benefits associated with the analytics of tracking booth visitors
- How understanding the attendee journey can help you increase sales and revenue

EXHIBITOR Magazine's EXHIBITORLIVE, the training conference for trade show exhibit and event managers and marketers, will be held February 29 - March 3, 2016 at the Mandalay Bay Convention Center in Las Vegas. The industry's highest-rated training conference features seven learning tracks and 180 sessions focusing on all aspects of trade show exhibit and event marketing and management. All conference registrants will have full access to the EXHIBITORLIVE exhibit hall, North America's largest exhibition featuring trade show and event products and services.

www.ExhibitorOnline.com

About Alliance Tech

Alliance Tech by Cvent is a business intelligence solutions provider focused on technology for trade shows, conferences and events. Alliance Tech is a leader in RF technology and specializes in visual data and analytics. Alliance Tech has extensive experience successfully delivering event solutions for check-in and badging, attendance tracking, in-booth measurement, lead retrieval, registration and mobile event guides. www.AllianceTech.com

About Cvent

Cvent, Inc. (NYSE: CVT) is a leading cloud-based enterprise event management company, with more than 14,000 customers worldwide. Cvent offers software solutions to event planners for online event registration, venue selection, event management, mobile apps for events, email marketing and web surveys. Cvent provides hoteliers with an integrated platform, enabling properties to increase group business demand through targeted advertising and improve conversion through proprietary demand management and business intelligence solutions. Cvent solutions optimize the entire event management value chain and have enabled clients around the world to manage hundreds of thousands of meetings and events. For more information, please visit www.cvent.com or connect with us on Facebook, Twitter or LinkedIn.

"Safe harbor" statement under the Private Securities Litigation Reform Act of 1995

This press release contains forward-looking statements, including statements relating to the anticipated functionality, benefits, and impact of Alliance Tech's suite of solutions. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize, or if any of the assumptions prove

incorrect, the company's results could differ materially from the results expressed or implied by the forward-looking statements we make. For a detailed discussion of these and other risk factors, please refer to the risks detailed in our filings with the Securities and Exchange Commission, including, without limitation, our Annual Report on Form 10-K filed on March 16, 2015, Form 10-Q filed on May 11, 2015 and other reports and filings with the Securities and Exchange Commission.

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This press release can be viewed online at: <http://www.einpresswire.com>

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