



# For swift and efficient monitoring of your events, contacts and visitors

A full range of services and solutions



- Online registration, payment and production of tickets
- Secure and error-free access control
- Ongoing tracking and profiling of visitors
- Real time database management and consultation
- Instantaneous analysis and use of information and results

## Your activity

You are an organiser of, participant in or sponsor of trade fairs, trade shows, congresses, concerts, shows, exhibitions, sport events, leisure parks and any other occasional or permanent events for professionals or the general public.

## Your objectives

- The maximum satisfaction of your clients and visitors
- The optimum profitability from your investment

## What we offer

ZETES FasTrace provides the following for you :

- The full and rapid registration of your contacts and visitors
- Online payment services and ticketing
- Confirmation services and the issuing of badges, wristbands and tickets, also online
- Real time, reliable and secure access control
- Support and infrastructure services (terminals, wireless communication, etc.) for organisers and participants
- Value added services for intelligent sponsoring
- Database services authorising the ongoing management and monitoring of your contacts and visitors, before, during and after the event
- Hardware renting

## Benefits for you

- Full and professional handling of the management of your contacts and visitors
- Enhancing the quality of the information concerning these contacts and visitors
- The setting up of a database which is immediately accessible and usable
- An optimum return on investment within a minimum time frame



*From the anonymous spectator to the registered participant to an event, ZETES FasTrace advises on and provides monitoring services and solutions which meet the needs of organisers and other parties involved (exhibitors, sponsors, etc.), commercially and financially and also in terms of control and security. By using appropriate technical and IT architectures, ZETES FasTrace guarantees greater effectiveness and a better return on investment for these organisers and other parties involved.*





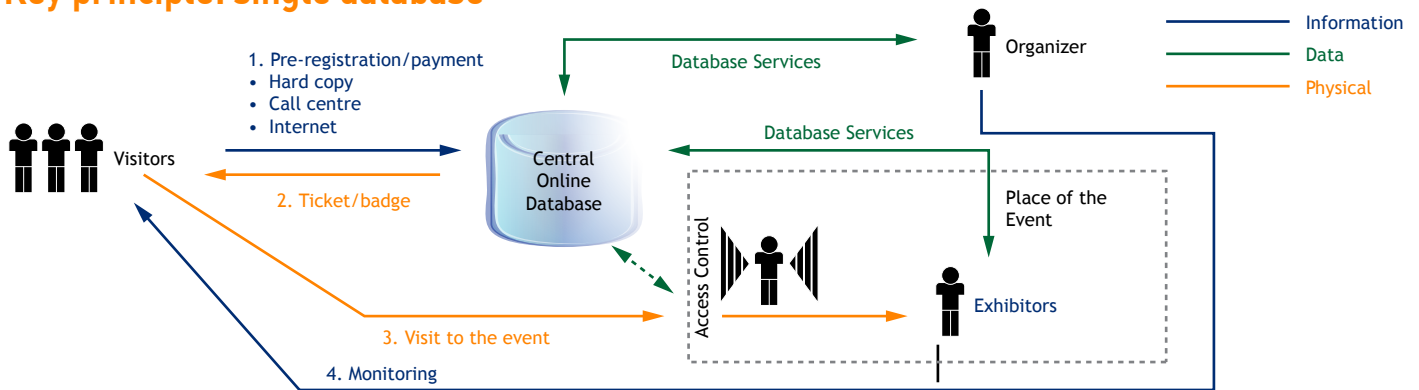
# ZETES FasTrace's assets

## Technology

- Visitor registration and payment on the Internet: quicker and more accurate
- Wireless communication infrastructures for real time access control, free from both error and fraud
- Single database with permanent secure access



## Key principle: single database



## The single visitor database is the key to the ZETES FasTrace solutions :

- Before the event: visitors register directly in the database while the organiser monitors the level of online registration.
- During the event: visitors can still register online, while the organiser and the other participants/exhibitors have direct access to visitors' contact details. The people responsible for access control have direct contact with the database for security and fraud prevention purposes.
- After the event: the organisers and other parties involved can instantly analyse the results and the information about the visitors from a single source, with a view to carrying out follow-up actions.

## Services and solutions

### Registration

ZETES FasTrace provides the standard systems of registration: hard copy, email and call centre. ZETES FasTrace's exclusive application allows registration on the Internet, with tickets being produced from the visitor's PC

### Payment

ZETES FasTrace's Internet application also authorises online payment by the visitors

### Production of badges and tickets

ZETES FasTrace produces and provides visitors with their badges and tickets. The personalised badges have a bar code to allow effective, error-free access control. This code, which is useful for the organiser, can also be used by other parties involved (exhibitors, etc.) to track and profile their contacts and visitors

### Access control

To check the badges and tickets at entry points, ZETES FasTrace provides bar code readers, connected by cable or wirelessly

to the visitor database, for the purpose of error-free visitor identification and fraud prevention

### Sponsoring support

ZETES FasTrace can provide valued added solutions for the intelligent and productive sponsoring of public and professional events

### Support for participants/exhibitors

ZETES FasTrace offers systems for the tracking and profiling of visitors' data from a stand or from any other specific element of an event (conference, workshop, etc.). These systems can use stand-alone terminals or terminals connected to a local wireless network, with, in the latter case, the benefit of instant access to the central visitor database

### Database

Before, during and after the event, both the organiser and other parties involved can access the visitor database to analyse and monitor the information on the visitors (number, identity, profile, etc.)



## ZETES FasTrace is a ZETES group company

ZETES is a European leader in the market of solutions for the automatic identification of goods and the authentication of people and also communication by wireless networks.

These solutions are mainly based on bar code, radio-frequency (RFID), voice recognition and smart card (manufactured and customised by its own production unit) technologies.

As far as identification of goods is concerned, ZETES is helping to optimise the supply chain and to automate its clients' general services, interacting with their corporate systems. In the area of authentication of people, ZETES's range includes identity and electronic transaction security, integrated

with the client's applications (e-business, e-commerce, e-government, etc.).

The ZETES group is present in Austria, Belgium, Czech Republic, France, Gambia, Germany, Great Britain, Greece, Ireland, Israel, Italy, Ivory Coast, Nederland, Norway, Poland, Portugal, Senegal, South Africa, Spain, Switzerland and Togo.



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