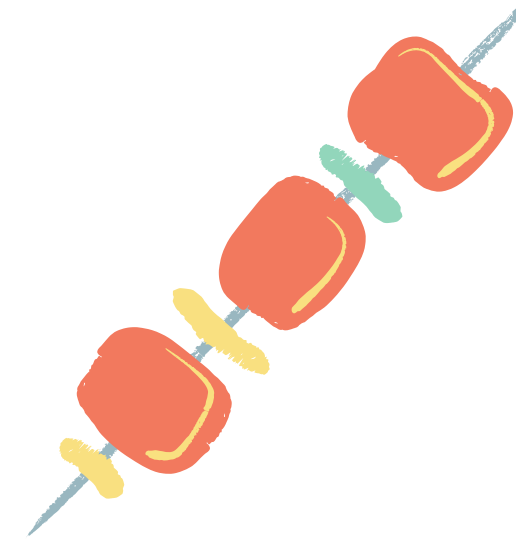


RFID Guide for Tasting Events



A complete guide on how RFID works for your tasting event to help increase revenue and profitability

Problem

Most tasting events struggle with these 3 problems that lead to increased cost and limiting revenue potential.

+ Clunky Tokens

Attendees lugging around handfuls of tokens, losing tokens, and tokens being stolen.

+ Long Lines

Hand counting tokens, long lines for popular booths, long lines are costing you money.

+ Reconciliation

Spending hours counting tokens, trying to match them to booths, but still lacking actionable data.





Digital Tokens

Load tasting tokens or money onto an RFID wearable such as a wristband or card.



Fast Payments

Simply tap your wearable to a scanning device at the booth for a quick and easy transaction.



Easy Reporting

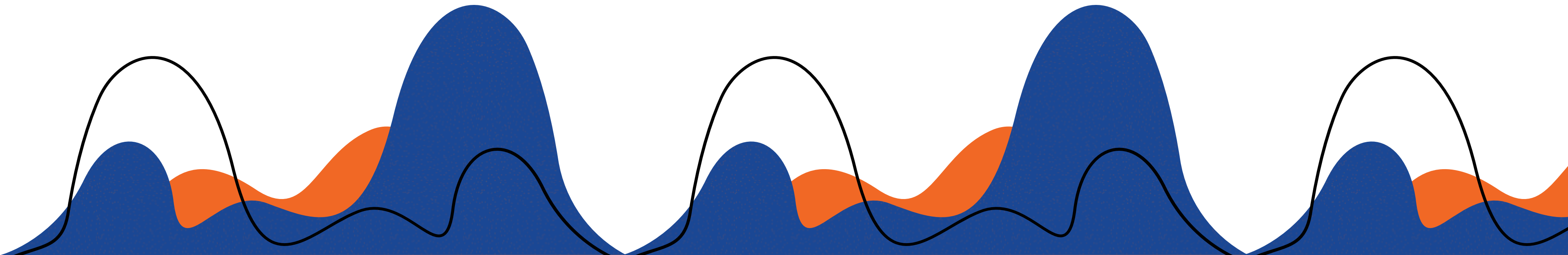
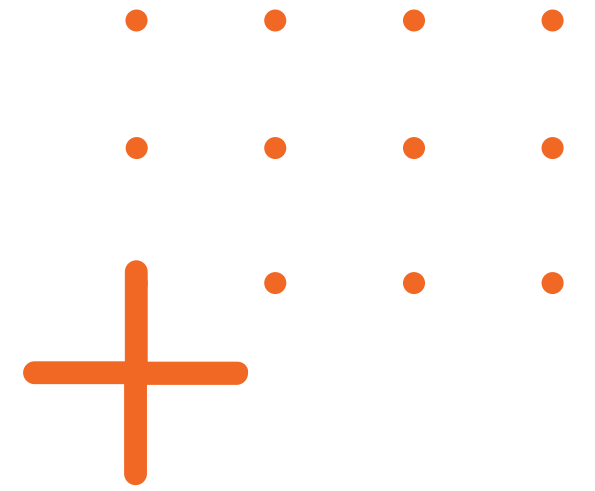
Within minutes see product sales, booth sales, customer insights, and actionable consumer data.

Solution

These common problems can be solved through an RFID solution, while also increasing consumer spending and reducing staffing costs.

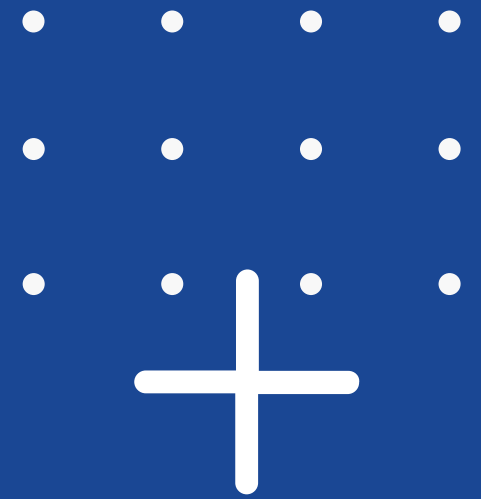
RFID Can Help!

RFID Cashless increases profitability, decreases operating expenses, and increases your tasting events value.



What is RFID?

It's a chip that can be embedded onto a wristband, badge, or card, also known as a wearable; that can be loaded with information such as tasting tokens, tickets, and guest information. By scanning the RFID wearable you can pay for tasting samples, gain access into the event or certain areas, and exchange consumer data.

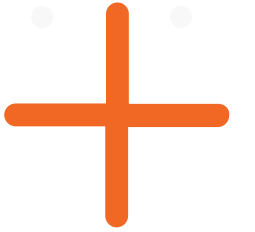


How Does it Work?

It's a chip that's embedded onto a wristband, badge, or card, also known as a wearable; that can be loaded with information such as tasting tokens, tickets, and guest information. By scanning the RFID wearable you can pay for tasting samples, gain access into the event or certain areas, and exchange consumer data.



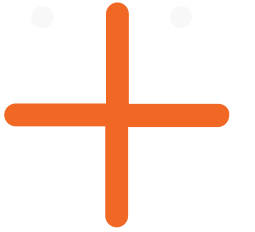
Attendee Journey



1. Buy a ticket
2. Get a wristband (on-site or mailed)
3. Gain access to the event
4. Start spending at booths instantly
5. Top-up via on-site top-up stations or from your phone
6. Engage with booths and sponsors
7. Enjoy the event
8. Cashout if enabled

Buy a Ticket


Buy a ticket quick and easy online or in-person



Tickets

Products

Guest lists



Z Free Pass


\$10.00
(Fees included)

-

0

+

Season ticket



UNLIMITED PASS

Free
(Fees included)

-

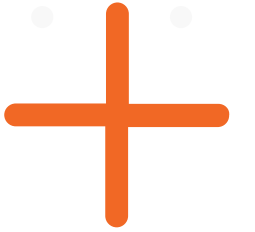
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Get a Wristband

On-Site

By Mail



Gain Event Access

Scan your wearable to enter the event or different zones.



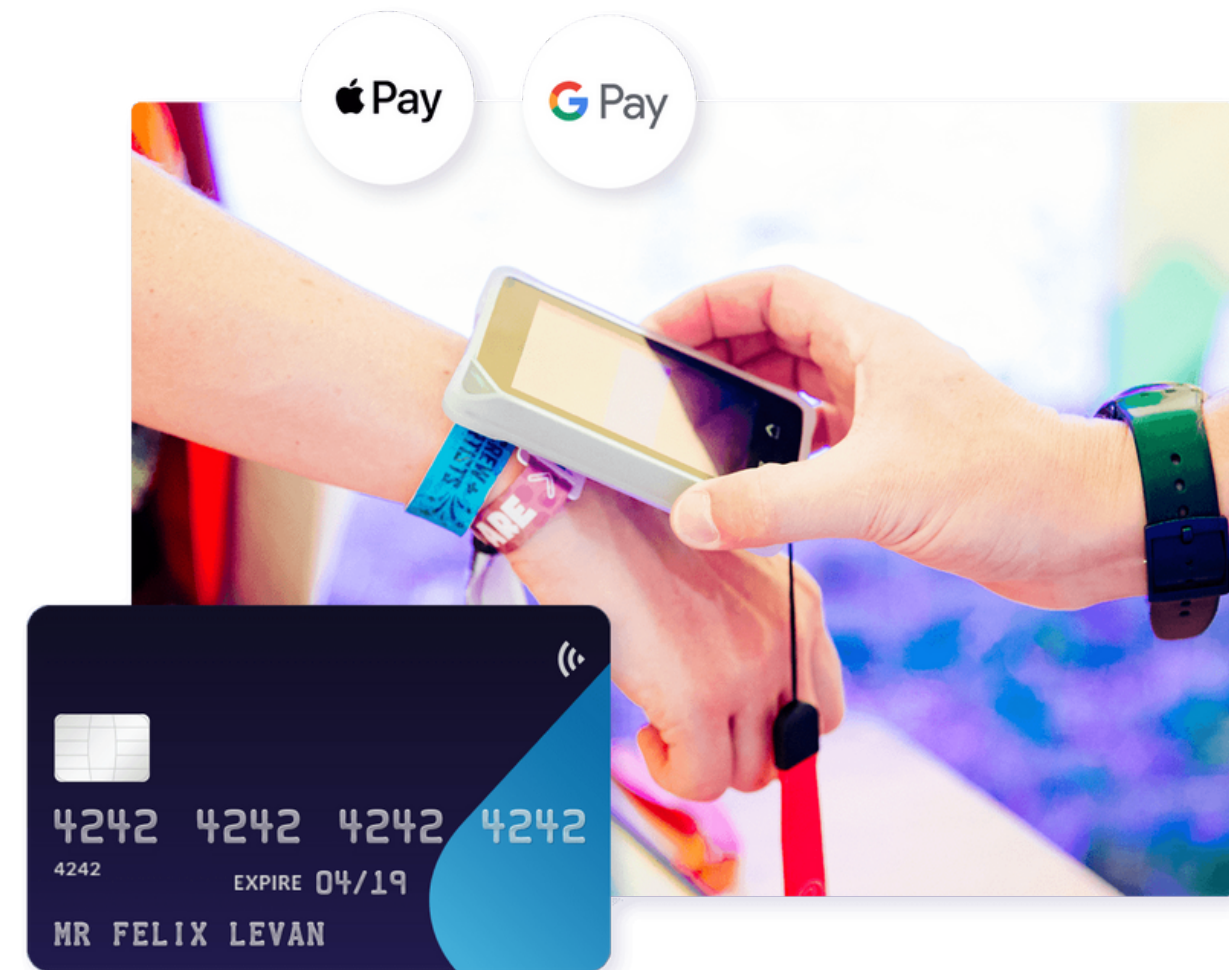
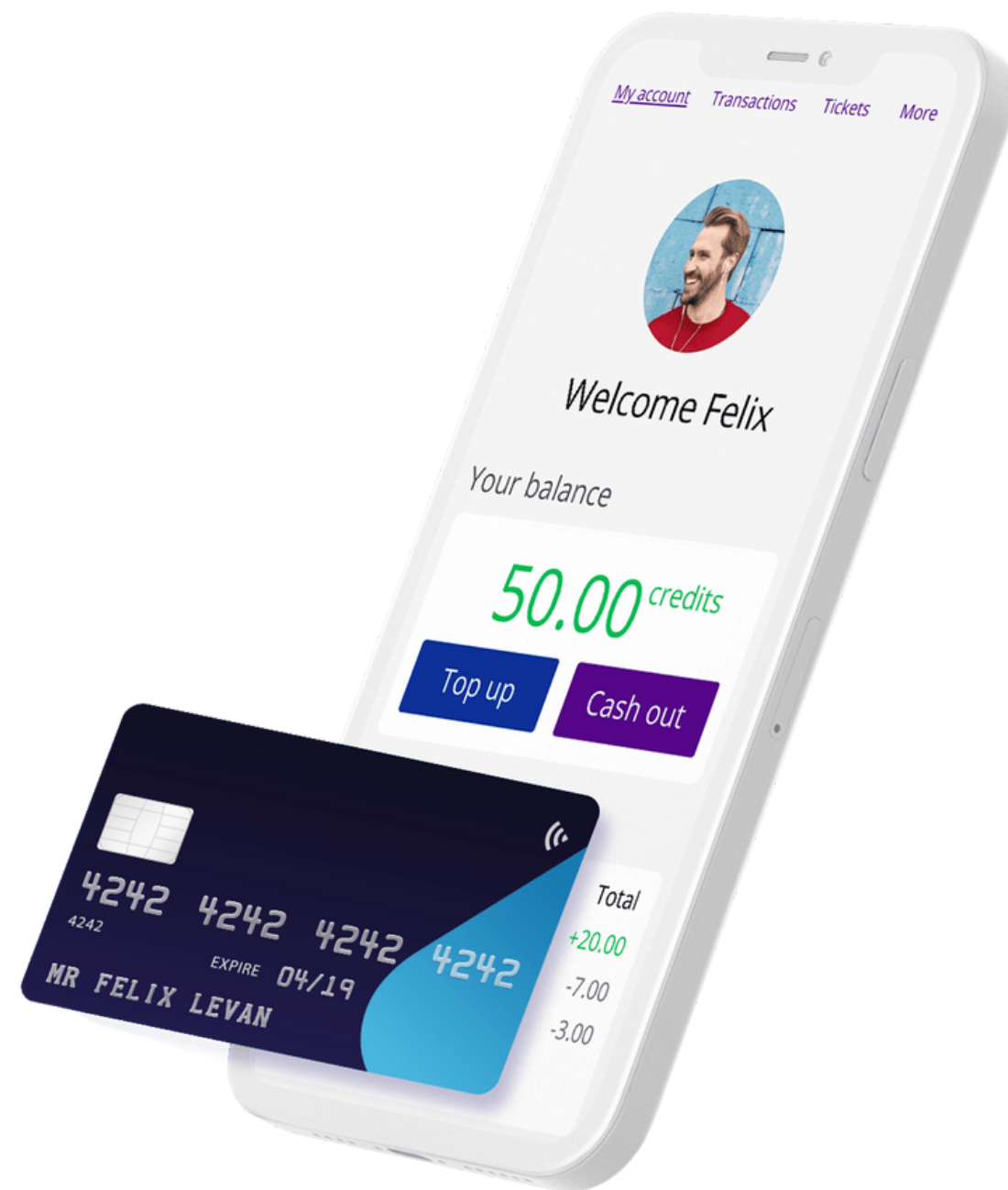
Start Spending Instantly

Spending on-site is as easy as tapping your wearable to an RFID scanner at the booth. Instantly see how many credits you have left and keep enjoying the event!



Top-Up Anywhere

Top-Up from your phone or by stopping by an on-site top-up station.



Powerful Engagement

Understand what products you sampled from the night and where you made purchases.



Guest Name	Email	Phone	Products Tried
Jane Marks	janem@yahoo.com	987-654-3210	Classic Cider, 2018 Merlot, Pineapple Bites.
Devon West	devon.west@gmail.com	012-344-6789	Peach Cider, Wild Boar Slider.
Jamil Jones	jj@hotmail.com	541-789-6320	Brown Sugar Old Fashioned X 3

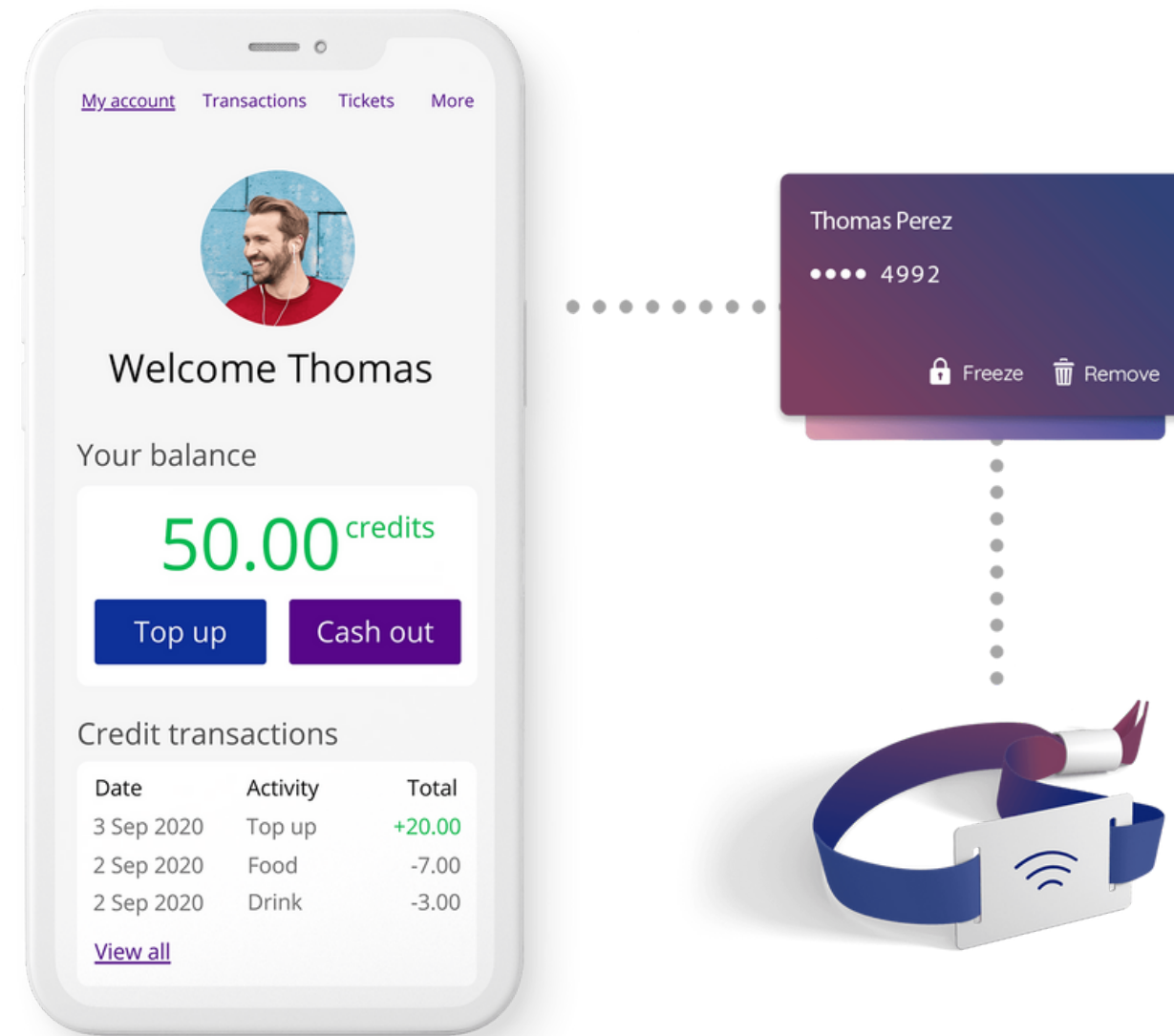
Enjoy the Event

Spend less time worrying about lost tokens or cash, and spend more time enjoying the event care-free.

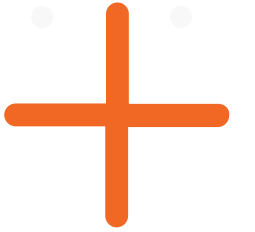


Cashout if Enabled

Ready to cash out at the end of the event? If the event has enabled cashouts, simply login to your account and cash out the remaining balance.



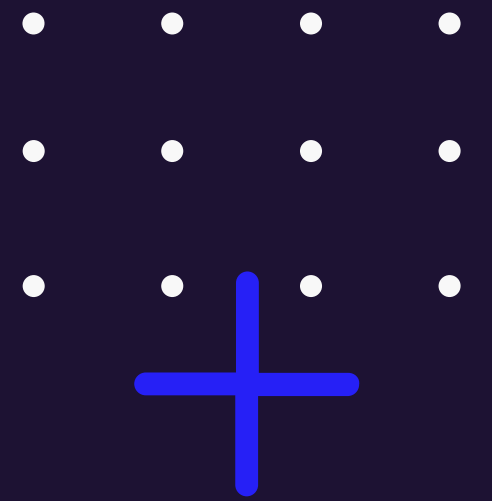
Complete Attendee View



- Traditionally:
 - Tickets
 - Tokens Sales
 - Product Sales
 - Vendors
 - Zones
- With RFID:
 - A Unified Experience

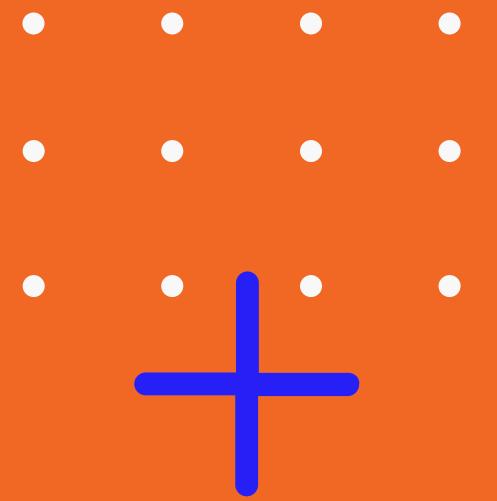


Why Should You Use RFID?



- Increase consumer spending by up to 40%
- Decrease lines with quicker transactions
- Make paying easier with a simple tap
- Collect data that provides value to your exhibitors, sponsors, and yourself
- Enhance the attendee experience
- Maximize sponsorship opportunities
- Reduce fraud and theft
- Increase the safety on-site

Added Revenue and Value



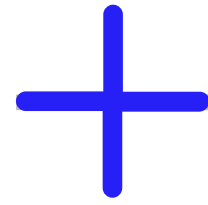
Customers have seen an increase in consumer spending by up to 38%!

Why does revenue increase?

- Shorter lines = more time to have fun
- Attendees don't associate tapping a wristband with spending money, psychologically speaking they tend to spend more
- It's easier for attendees to pay

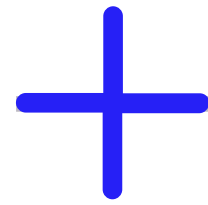
Use our RFID Revenue Calculator to get an idea of how it it could boost your tasting events revenue.





\$2 US

Per Person



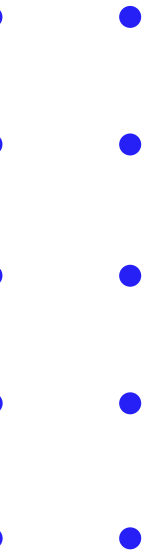
OR

\$2.50 CAD

Per Person

Pricing

All of these features to help increase profitability and value for a low rate that can be passed on to your attendees



Add-Ons



\$500/Day

On-site support

*Plus travel and accommodations



\$25-\$75

Device Rentals

*Plus Shipping



\$0.50-\$1

Wearable



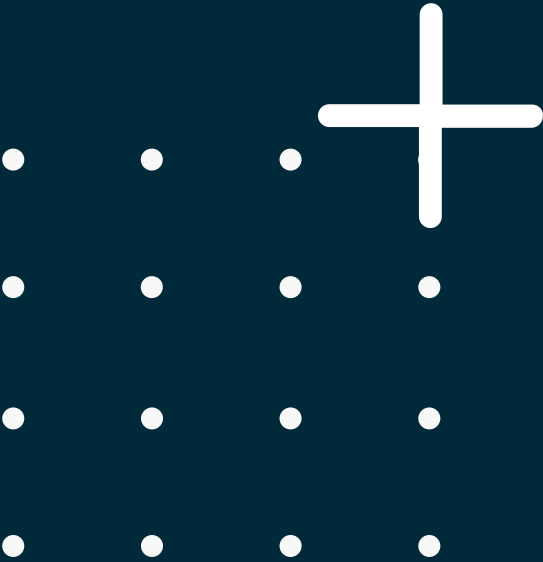
\$2,500+

Network Drop



We've Got You Covered

With offices in the United States and Canada, you can feel confident working with local experts at Fusion.



Proof is in the Wristbands



“So much better than having to carry tokens”



“I thought it was amazing”



“It makes me want to only go to events that are using these wristbands”



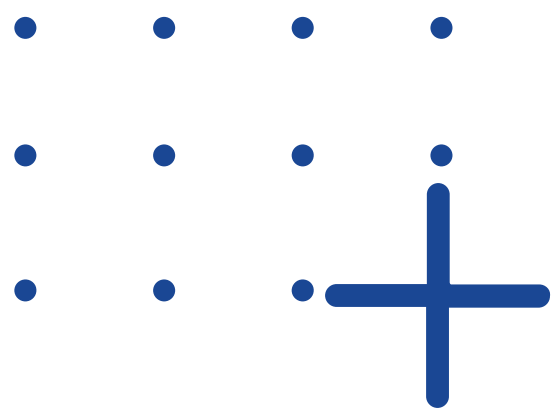
“Very slick and easy to use on the exhibitor side”

The Time is Now

To increase profitability, reduce operating expenses and increase value for your tasting event using RFID by Fusion.



Contact us today! A knowledgeable and friendly Fusion expert will see how RFID could work for your next tasting event!



Contact Us



hello@getfusionsolutions.com



www.getfusionsolutions.com

You're In Good Hands

