

# WiFi VAS for outdoor exhibitions

AGRO SHOW CASE STUDY

## Background

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What is the first thing you think of when you hear about agricultural exhibitions? Probably, we all have similar associations: tractors, fertilizers, and fodder all packed in a small convention hall.

So, let's have a look at the statistics from one of the largest agricultural exhibition in Europe – **AGRO SHOW**.

**Its latest exhibition was organized outdoors on 32 hectares, lasted three**

**days and gathered 760 exhibitors and more than 100 thousand visitors.**

Quite the opposite of what we expected, isn't it?

Still, the organizer, the Polish Chamber of Commerce of Agricultural Machines and Facilities, wants to attract even more exhibitors and visitors and to reach the goal it decided to use WiFi VAS.

## Executive summary

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### Company:

Polish Chamber of Commerce of Agricultural Machines and Facilities

### Event:

AGRO SHOW exhibition

### Industry:

Agriculture, Technology, Telecommunication

### Location:

Poland

### Land area:

32 hectares

### Challenges:

- | Provide WiFi infrastructure
- | Provide analysis of the present state of the exhibition: number of visitors, their behavioral and demographical data
- | Provide solution that integrates with other marketing solutions

### Solution:

- | Airtel Services: WiFi infrastructure
- | AVSystem: the Linkyfi platform and Linkyfi Location Engine

### Benefits:

- | Branded captive portal with a questionnaire
- | Visits and location statistics
- | Heat maps
- | KPI data
- | Precisely defined target group of the exhibition
- | Established possibilities of improving the exhibition's offer
- | Possibility to attract new exhibitors

## Challenges

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The principal challenge was to provide a WiFi infrastructure, because the exhibitions are usually organized outside cities in places where coverage is a problem and the private Internet packages do not work smoothly.

Then, there were two challenges for a WiFi VAS provider. **In order to attract more exhibitors and visitors the organizer needed to get data about the actual number of visitors, how much time they spend on the exhibition and which stands and machine demonstrations are the most popular.** As an entrance is free, so far, the organizer used infrared entrance sensors, but they provide only information about the number of visitors, count a person multiple times, and do not work in intense heat.

The second challenge was to provide the solution that can be easily integrated with other marketing solutions, already used by the organizer for sending marketing messages. The organizer wanted to use the gathered contact data to broaden its customers' contact base.

## Solution

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The complete solution for AGRO SHOW was delivered by Airtel Systems and AVSystem. Airtel System was responsible for providing a great on-site WiFi infrastructure and it used 60 Ruckus access points to do it. AVSystem provided its complete WiFi VAS solution: Linkyfi Location Engine (LLE) and Linkyfi.

Linkyfi Location Engine is a smart WiFi solution for detecting and locating WiFi-embedded devices. It aggregates the data collected by access points about WiFi end-devices RSSI in real-time and presents the data in a form of historical and real-time heat maps. It is also an analytic tool that provides real-time and historical statistics about unique and regular clients, such as footfall, a number of localized and logged clients as well as clients within a WiFi range.

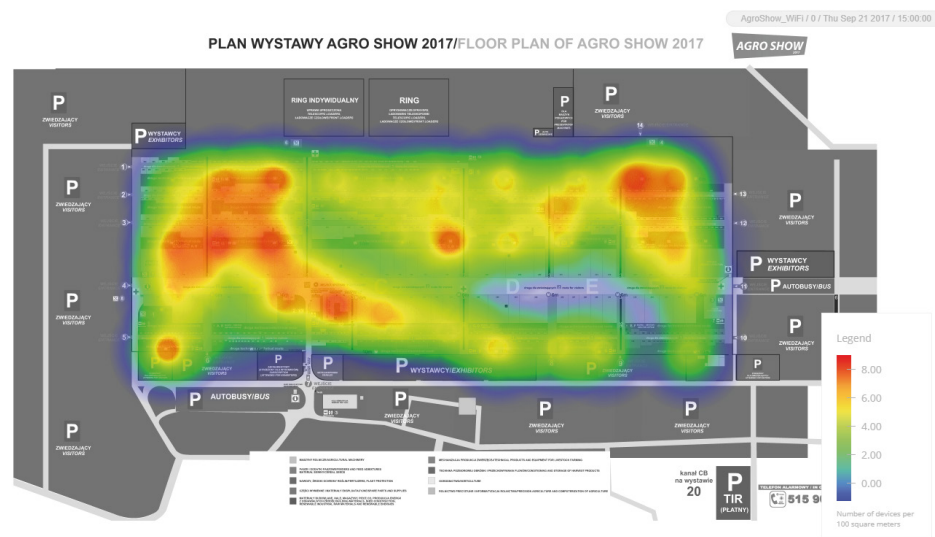
Linkyfi, on the other hand, is a public WiFi access management solution and a powerful WiFi marketing platform. It enables to create customized and branded captive portals with different ways of logging in, such as social media, questionnaire, or a confirmation email. It also stores the collected data and presents it in the user-friendly platform.

## Benefits

The WiFi VAS experience at the AGRO SHOW begins with visitors logging in to WiFi. After connecting to the network, they get the AGRO SHOW branded captive portal with a short questionnaire about their name, surname, telephone number and a size of owned farm. To verify the provided phone number, Linkyfi sends a token to the submitted number, which visitors need to type in to the captive portal.

What benefits it gives to the organizer? Basically, the database. The solution combines questionnaire answers, visits and location statistics, heat maps, and KPI in one platform. As the exhibition was visited by more than 100 thousand visitors, it gives the organizer not only a precise insight into its target group but also amazing marketing opportunities.

Just from the questionnaire the organizer knows that **70% of visitors own farms up to 50 hectares and only 11% larger than 100 hectares**. As different sizes of farms require different products, this information enables to adapt an offer of the next exhibition. Also, it turns out that in a section of one particular exhibitor **4671 people were localized in one day!** It should be emphasized that the solution gathers data about unique MAC addresses, so it provides more reliable data about the number of visitors in comparison to infrared sensors.



But why is the data so important? Until now the organizer had to guess what may interest the visitors. Using this knowledge, the organizer can improve the exposition's offer to meet the visitors' expectations. And with the exact number data of people potentially visiting stands it will be easier to attract new exhibitors to broaden the offer and make the exhibition even more attractive.

Moreover, thanks to simplicity of Linkyfi to integrate with other marketing solutions, the organizer can now use the gathered contact data to send messages inviting to the next enhanced exhibition having already 100 thousand potential visitors.

*"Linkyfi and Linkyfi Location Engine made it possible to gather demographical and behavioral data effortlessly. The WiFi VAS solution perfectly answered all of our needs including a possibility to create a branded captive portal with a short questionnaire and observe visitors' flow on heat maps. Now we have full knowledge about our target group and we can further improve the exhibition's offer to attract even more visitors."*

Patryk Lajstet, Marketing Specialist

## About AVSystem

AVSystem is an expert in large-scale solutions for Telco operators and enterprise markets.

The company's product portfolio, primarily focused solely on device management and monitoring solutions (TR-069, LwM2M), is constantly evolving and currently contains also M2M and IoT service delivery platforms, WiFi VAS platforms, WiFi location engine and systems for SDN and NFV. 100+ large telco operators worldwide prove the superiority of AVSystem's technology.

For more information please visit:  
[www.avsystem.com](http://www.avsystem.com)

## About Agro Show

AGRO SHOW is the most important event in the field of agricultural technology and one of the largest international agricultural exhibitions in Europe. AGRO SHOW is agriculture, in the full sense of the word. For exhibitors offering agricultural machinery agricultural fertilizer producers have joined, seeds, plant protection products and other industries related to agriculture, as well as financial institutions, allowing farmers AGRO SHOW Visitors can explore the full range of products and services for agriculture and to obtain all the information and assistance of technical, agronomic and economic.that can easily handle Internet traffic comparable to that generated by an average city.

## About Airtel Services

Airtel Services is a telecommunication operator, that provides LTE, HSPA, UMTS, and GPRS services based on the Plus GSM infrastructure. It is also a leading supplier of telecommunication solution for mass events, as well as shopping centers, local governments, and sport venues. To date it created 90 WiFi infrastructures, co-worked with 56 mass events and provided WiFi to more than 4,5 million people. Airtel Services co-works with AGRO SHOW since 2014.