

Let's Mingle

Face it, no one likes schlepping around hordes of business cards from people they meet at a trade show. Now, one company has created a solution to the problem.

Enter the MingleStick from Mingle360. The small, USB keychain device lets two people exchange contact information in less than a second by pointing their MingleStick devices at each other and simultaneously pressing a single button. The system lets users save contact information to their profiles and even add photos, making it simple to put faces with names after a show.

MingleSticks are typically implemented as a rental option for events with 5,000 attendees or less. To start, Mingle360 launches an e-mail campaign about 30 days prior to the event to encourage attendees and exhibitors to pre-register for the MingleStick service at the show and input their contact information and upload a photo to their profiles. Once users arrive at the registration desk onsite, they receive redemption cards to pick up their devices at the Mingle360 booth nearby (those who didn't pre-register can supply basic contact information, take a



Webcam photo and pick up their devices there as well).

Exhibitors can also place MingleStations — small, passive devices that receive signals from the MingleStick devices — on a countertop in their booths. If attendees don't have time to meet with a salesperson or see a demo at a particular booth, they can simply click their MingleSticks in front of the MingleStations to receive information from the companies they missed, which doubles as a lead-generation tool for the exhibitors.

At the end of the event, users return their MingleSticks to the registration area. They can immediately access the MingleStick

Web site with their user names and passwords to retrieve contact information and review profile photos from all of the connections they made during the event. The site's MingleManager Web application offers privacy features, security controls and address book tools, including online calendaring, groups and a message center. Users can add or delete contacts and even add notes for each contact to document follow-up actions. Mingle360 also sends users an Excel file of their connections, so the results can be passed on to a sales team.

MingleStick systems can be purchased or rented, depending on the size of the show and budget. Organizers can choose from a variety of options including:

- Renting the service for \$20 extra per person included in the registration fee, which includes a revenue share agreement for the organizer
- Selling the service directly to exhibitors
- Paying \$50 per station and then selling the service to exhibitors for a price set by the organizer
- Selling the service to a single sponsor, who can customize the devices with company colors and/or a logo, be recognized at the Mingle360 booth and receive advertising on the system's Web application

For more information, contact Mingle360 at 703-425-0402 or connect@mingle360.com.

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