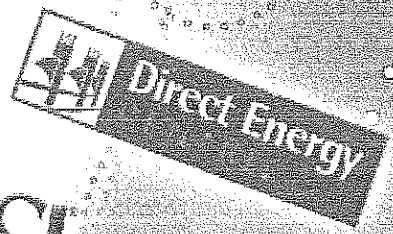


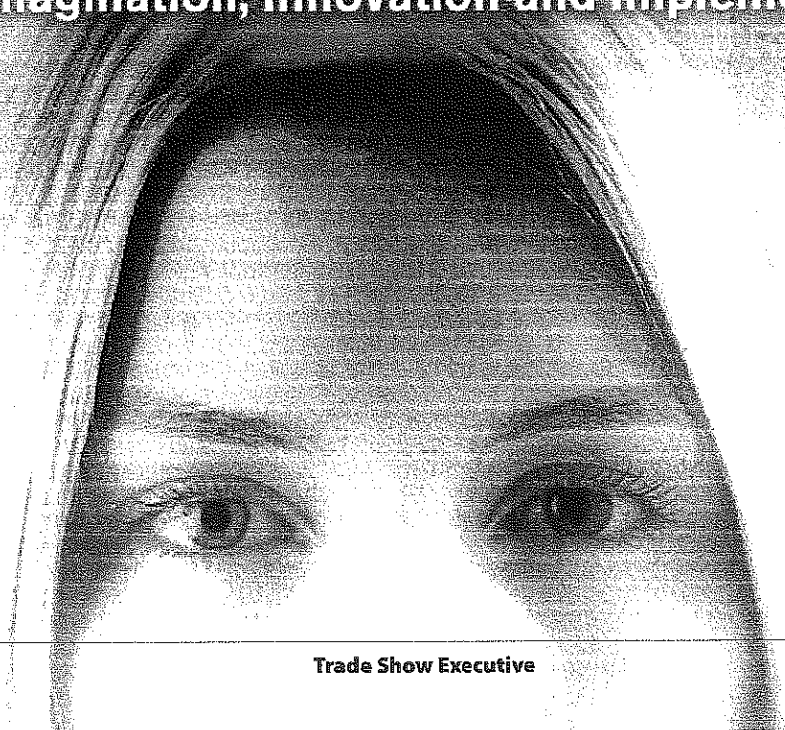


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# Trade Show Executive's FOURTH ANNUAL INNOVATION AWARDS

Honoring Imagination, Innovation and Implementation



Continued from page 22

The system is designed to use the Convention Industry Council's (CIC) emerging APEX standards. "Prudent, flexible standards are a prerequisite to maximizing the productivity and customer service in this and any other industry," said Ungerboeck, who serves on the APEX technology advisory council.

EDI facilitates data exchanges for space definition, products and pricing, event schedules, event service orders, exhibitor demographics, visitor demographics and invoicing.

Some of its key features include:

- Importing venues' space configurations, product and pricing information into an event management system for show planning and budgeting;
- Sending detailed event function schedules and even service orders to the venues and contractors;
- Sharing exhibitor and visitor demographics with the venue for added sales and service;

- Sending housing orders directly to hotels;
- Enabling the venue to import the schedule and service orders into its own system to plan inventory and personnel needs;
- Sending invoices with supporting work orders to the organizer for reconciliation and payment.

Next, Ungerboeck plans to incorporate RFID technology into EBMS to help manage inventories, room setups, service deliveries, session attendance and exhibit floor traffic. These processes will yield excellent quality control and enhanced customer services while maximizing ROI for organizers, venues, exhibitors and attendees, Ungerboeck said.

"I am delighted with the award," Ungerboeck said. "It recognizes our long-standing massive reinvestment of about 30% of revenue into the productivity, flexibility and usability of EBMS."

Reach Dieter Ungerboeck, President of Ungerboeck Systems International, at (636) 688-2000 or [dieteru@ungerboeck.com](mailto:dieteru@ungerboeck.com).

## Direct Energy Centre™ (formerly the National Trade Centre)

The Greening of a Convention Center



**W**hile a focus on energy efficiency is not unusual for a convention center and neither is a naming rights sponsorship, Canada's largest exhibition center has blazed new trails by taking both concepts to creative new levels.

As we go to press, the National Trade Centre at Exhibition Place and Direct Energy™, the largest competitive energy provider in North America, were unveiling more than a new name for the facility. The Direct Energy Centre™, as it is now called, will serve as a global model of energy efficiency and the production of renewable energy.

Direct Energy signed a 10-year, \$7 million agreement for naming rights to the exhibition center. The funds will be used to invest in energy conservation initiatives and advise the center's staff on ways to increase efficiency within existing energy systems. The agreement includes the title sponsorship of the center, a new logo, environmentally friendly exterior signage using LED lighting technology and a public education area that will feature an interactive energy education exhibit.

"Exhibition Place sought a partner who shared a similar corporate mandate on environmental responsibility and energy

as the SMG-managed National Trade Centre and its surrounding campus at Exhibition Place," said Laura Purdy, Director of Sales & Marketing for the newly named Direct Energy Centre.

The Direct Energy Centre has already adopted a number of innovative green projects. Some of the many initiatives include:

- The Waste Diversion Project, rendering the facility 70% waste-free by 2008.
- TREC's 30-story Wind Turbine which produces 1 million kilowatt hours of energy per year and helps to displace some of



The Direct Energy Centre in Toronto.

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the harmful chemicals that generate smog and acid rain. It's the first of its kind in North America.

■ A major Trigeneneration project that will use a natural gas-fired generator to satisfy approximately 30% of the electricity, heating and cooling needs of the Direct Energy Centre complex.

■ Hydrogen fuel cells to run utility vehicles.

■ Lighting retrofits, reducing 395,600 kilowatt hours of energy use.

■ Urban Forestry program, including lake-water irrigation of the site.

The Direct Energy Centre hosts over 180 exhibitions and events each year such as the *Toronto International Boat Show*,

*The National Home Show* and *Canadian National Exhibition*. Purdy says the center's clients are seeing the benefits of being green. "Clients such as *EnvironDesign*, *Green Building Festival*, *Green Fleet Exp*, *Hybrid Trucks* and *Green Living Show* selected the venue in part due to our green initiatives. Others such as *IIDEX/Neocon Canada* have added new, environmentally sustainable exhibitors and features."

*Trade Show Executive* commends the Direct Energy Centre not only for masterminding a global model of energy efficiency but also for its clever partnership with Direct Energy to help finance and build upon its vision. Reach Laura Purdy at (416) 263-3020 or [lpurdy@ntc.on.ca](mailto:lpurdy@ntc.on.ca).

Web address: [www.directenergycentre.com](http://www.directenergycentre.com).

## ITN International bCard NFC

Making Cell Phones a Show Tool

Most people have a cell phone. Sure, there are some hold-outs, but not many of them are found at trade shows. In fact, both exhibitors and attendees have often been spotted talking on their phones within exhibit booths, a definite trade show faux pas. *Trade Show Executive* commends ITN International on its bCard NFC, which uses emerging technology to make the cell phone a tool rather than a distraction.

Using near field communication (NFC) technology, the application transforms NFC-enabled wireless phones into registration badges and badge readers. Placed within centimeters of



The near field communication (NFC) technology transforms NFC-enabled wireless phones into registration badges and badge readers.



bCard Registration • Lead Management • Smartcard Solutions

each other, two enabled cell phones can exchange information: exhibitors can collect attendee leads; security can check visitors for tickets; two attendees can share contact information.

The exchanges can take place anywhere, extending the value from conference sessions to the show floor to networking events. Both exhibitors and attendees can record everyone they meet at the show. But because the technology is short-range and encrypted, information is not exchanged over large distances and is totally secure.

"NFC is a standard that has been adopted by all of the telecommunication and handset manufacturers in the mobile industry. Most new phones incorporate NFC technology, and over time, more people will be carrying them. Once the bCard application is loaded onto the phone, you can use the interface to read or write to another card," says Ivan Lazarev, president, ITN.

At the 3GSM show in Barcelona, bCard NFC transformed the cell phones of 150 VIPs into official badges. Guards used the standard proximity RFID door scanners, to scan the phones as the attendees entered conference sessions or the exhibit hall. "We even loaded money on the application, which they used to make purchases in the Phillips booth," says Lazarev.

As one of the leading companies behind the standard, Royal Philips Electronics has partnered with ITN to deploy bCard NFC. Philips foresees cell phones being used to conduct 'contactless' transactions throughout the consumer world. Lazarev foresees those same transactions at an event.

"Show organizers can provide a paper badge as the identifier, but there is no longer a need to generate electronic media. They can just use their phone," he says, giving everyone a more acceptable excuse to pull out their cell phones on the show floor.

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