



Connected events. Measurable results.

Introducing the nTAG System Version 2 and the nTAG Wave

Drive value from meetings and conferences and prove your results

Built around the world's first interactive name badge, the nTAG System Version 2 helps you drive on-site activities towards your business objectives.

The nTAG solution is ideal for user conferences, sales team meetings, customer and partner gatherings, seminars, educational events, executive summits and association meetings.

Icebreaker and matchmaking capabilities make networking sessions more lively and ensure that everyone who should connect does connect. Make educational sessions more engaging and improve learning with real-time polling, voting, Q&A and knowledge testing features. Control and monitor key aspects of your event in real-time via an administrator dashboard. With nTAG's comprehensive reporting, measure all aspects of your event and provide complete ROI analysis. Offer unique, measurable sponsorship opportunities and deliver more complete lead data, better lead qualification, and more effective follow-up.

Continuously evaluate on-site activities to establish event ROI and to improve event value in the future



The new nTAG Wave badge is an easy to learn, always-on wearable technology designed specifically for meetings and conferences

Automate on-site logistics and eliminate the costs and lead times of paper-based agendas and surveys



Increase value to sponsors with a wide range of interactive, measurable sponsorship opportunities

nTAG's web based Event Dashboard provides a complete real-time view of on-site activities. The nTAG system automatically monitors session attendance, networking activity, survey responses, booth traffic, and more





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Since 2002, nTAG has improved results at meetings and conferences for some of the world's best-known and best run companies such as IBM, Johnson & Johnson, Procter & Gamble, Lucent Technologies, GE, Bristol-Myers Squibb and many more.

“We used nTAG interactive name badges for our last annual customer meeting, and the system delivered on all fronts. On-site, it helped us reach our networking and education objectives. After the event, the data gave us new insights into our customers’ needs and into the event ROI. Are we using nTAG again this year? Absolutely.”

Dayton Semerjian
EVP of Marketing & Alliances
Concord Communications

“The nTAG system was a major contributor to the overall success of our annual supplier conference. The attendees loved the nTAGs, they simplified the event management for the Lucent team, and the data we were able to collect was extraordinary. We are looking forward to using them again.”

John Fredette
Senior Communications Manager
Lucent Technologies

Let nTAG improve, automate and measure the most important activities at your next event with a complete set of applications and services. nTAG offers:

Networking Features	Encourage new conversations and help attendees connect with the people they most need to meet.
Contact Information Exchange	Exchange business cards with a single click. Improve lead capture for exhibitors. All data collected is instantly available via a personalized nTAG web page.
Electronic Agendas and Directories	Provide personalized, updateable electronic pocket agendas and directories that are always within easy reach.
Surveys and Questionnaires	Double or triple response rates* with a quick, easy way for attendees to answer surveys. View results immediately via the nTAG Dashboard.
Session Interactivity/ Audience Response	Encourage audience participation for more lively and interesting sessions. For training events, test learning in real-time to improve education.
Electronic Messaging	Communicate instantly and easily with staff, speakers, and attendees with text-based messaging on the nTAG badge.
Reporting and ROI Analysis	Capture and analyze important event data such as level of networking activity, session attendance and satisfaction, and exhibitor performance to establish event value.
Sponsorship Opportunities	Provide measurable advertising opportunities for sponsors and drive increased booth traffic for exhibitors through interactive messaging on the nTAG badge.

* Versus traditional paper-based surveys

For more information, please visit www.ntag.com.

To improve results at your next event, call **877.NTAG.YES** or email info@ntag.com.