

SIAL PARIS 2022 RECEIVES ROBUST RESPONSE TO INDOOR INNOVATION

See how Mapsted's patented indoor navigation technology wowed organizers and attendees of the world's largest food exhibition.



AT A GLANCE

Exhibitors

7,500

Convention Space

246,000 m²

Attendees

310,000

OBJECTIVES

SIAL Paris 2022 is the world's largest food innovation exhibition that draws over 310,000 professionals from across the globe. Comexposium, a world leader in event organization, wanted visitors to feel empowered to

- Navigate the large space with confidence using an intuitive wayfinding solution.
- Share their location with others for easy meetups.
- Tag and pinpoint locations.
- Access additional information that would enhance their SIAL Paris 2022 experience.

WHY MAPSTED?

After reviewing several different indoor navigation solutions, Comexposium decided that Mapsted shared the company's promise to always deliver the latest innovation to its clients. Mapsted met all Comexposium's requirements with the added benefits of

- An economical choice for an indoor navigation system.
- No external hardware (BLE Beacons, Wi-Fi, UWB, is required).
- Record breaking deployment time of 3 weeks,

BENEFITS

Elevated Visitor Experience

Intuitive, customizable navigation experience that helps guide visitors to booths and presentations available on mobile and kiosks.

Efficient Meetups

Real-time location sharing allows colleagues, exhibitors, and visitors to find each other faster.

Information On All SIAL Events

Mapsted technology integrated with all existing SIAL technology for a seamless attendee experience.

Exhibitor Exposure

Exhibitors stay top-of-mind with attendees. Kiosk, PC, and mobile directories are populated with exhibitor information and efficient turn-by-turn navigation to each booth.

App Downloads

12.5k

The number of attendees who downloaded the Mapsted app, ultimately increased SIAL exhibitor engagement.

Average Time On App

5+ Hours

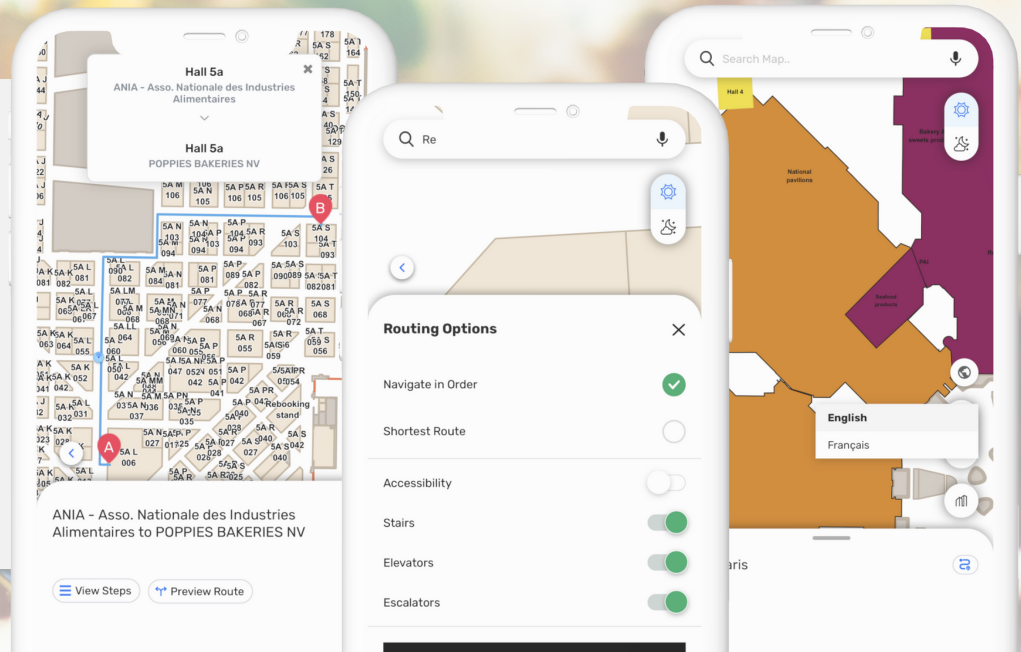
The number of hours attendees spent using the Mapsted navigation app.

Return Rate to App

80% Return

The number of attendees that would use, close, and reopen the app throughout the duration of their visit.

SIAL Paris saw an 80% increase in customer satisfaction with the mobile app.



Share Location

Attendees can share their location in real-time with another user (colleague, exhibitor, etc.) and meet up faster!



Find Your Way

User's can navigate seamlessly through SIAL's exhibition with turn-by-turn directions. Interactive maps show every exhibitor, product, and show.



Browse Directory

Browse the list of exhibitors and products as well as their location. Search by keyword or by sector of activity.



Keeping Relevant

Any manual map changes that need to be made can be edited and updated on the fly without any interruptions for visitors or exhibitors.



Light and Dark Mode

Easily change the interface to light or dark mode depending on viewing preferences.



Plan in Advance

Attendees can add multiple shows, booths, and exhibits to their itinerary organized by shortest route or a specific order.



Find Important Information

Find practical information such as information points, conference rooms, catering points etc.



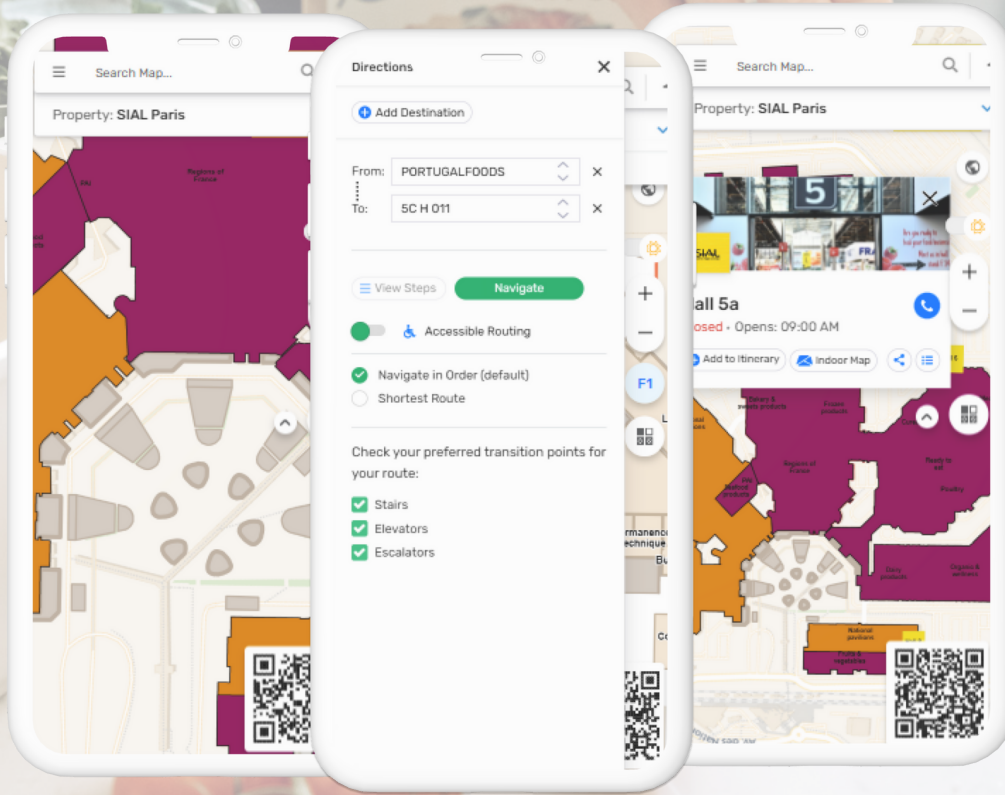
Tag Locations

Pinpoint and tag locations on the map for future use.



Multi-Language

Discover SIAL Paris in both English and French with an intuitive interface.



EXPERIENCES

- Create your itinerary from A to B thanks to the geolocation feature
- Find your way around the show with onscreen directions
- Browse the list of exhibitors and products as well as their location on the show by searching by keyword or by sector of activity
- Share your location in the show in real-time with another user (colleague, exhibitor, etc.) and meet up faster!
- Pinpoint and tag a location on your map to find it
- Locate the animations of the show: SIAL Innovation, La Cuisine, SIAL Talks, Future Lab, etc.
- Find practical information with information points, conference rooms, catering points etc.

ENGAGEMENT

- Visitors can interact with the app, share location, and discover everything SIAL has to offer, right from their mobile device!
- Kiosks are available for on-the-go navigation and directions can easily be sent to any device by scanning the QR code.

SIAL PARIS saw an engagement rate of **85%** with the new indoor navigation application.

“As a company that promises innovation, it was an easy decision to partner with Mapsted for SIAL Paris 2022.

Our mission is to create unforgettable events with top-of-the-line technology that expands and exceeds what our visitors think is even capable.

Name of CEO
Comexposium



DO YOU WANT TO REACH A NEW LEVEL OF SUCCESS WITHIN YOUR INDOOR SPACE?

The SIAL Paris/Mapsted collaboration was hugely successful, with more than 12.5k downloads and an 80% usage rate. On-screen directions created an informed visit, while itineraries helped with planning an efficient and comprehensive exhibition experience. The option to share live locations and pin areas that they wanted to return to added additional value to the user.

The kiosk, PC, and mobile app helped bring together visitors and exhibitors in a 246,000 m² space. Visitors were able to navigate the SIAL exhibition like never before. It's time to make your indoor space smart, with indoor location technology services by Mapsted.

ABOUT US

Founded in 2014, Mapsted is an award-winning innovative Canadian technology firm that provides highly scalable and accurate hardware-free location-based solutions.

CONTACT US

