

For Immediate Release
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GF Strategies to Lead IAFE Convention Roundtable Session on Use of Mobile Scanning Technology To Increase Merchandise and Food Sales

Using scanning applications to drive food and beverage sales at venues and events will be the main topic at a roundtable session led by Greg Flakus, President of GF Strategies, at the upcoming 2011 IAFE Convention. Nearly 5,000 people are expected to attend the annual convention and trade show from November 28-December 1 at the Paris & Bally's Hotels in Las Vegas, NV.

Flakus will present two recent mobile case studies that illustrate the benefits of smartphone scanning at events: The Puyallup Fair held in Puyallup, Washington, and the Oregon Brewers Festival held in Portland, Oregon. These campaigns, developed with Nellymoser, a Boston-based mobile engagement company, engaged attendees on-site and delivered more value to participating foodservice vendors.

Attendees will be making more of their purchase decisions using their phone right at the venue, Flakus believes. Mobile campaigns for smartphones can be used to instantly capture email addresses, deliver special discounts or reward attendees at an event. At the Puyallup Fair, for example, attendees used their smartphones to scan special Microsoft Tags on event signage to receive instant food discounts and a chance to win prizes at different vendor locations. In return, attendees were asked to provide their contact information.

“Nellymoser provides the capabilities GF Strategies needs to bring mobile technology to the events, stadiums and arenas business,” said Flakus. “With smartphone ownership expected to climb to over 60 percent of mobile phone users by the end of 2012, mobile campaigns are an excellent opportunity for capturing revenues and engaging attendees.”

GF Strategies provides venues with an end-to-end mobile solution that includes everything from email capture and social media sharing via Facebook, to ordering merchandise and food via a smartphone.

GF Strategies works closely with Nellymoser's design and creative services to produce the optimal mobile user experience. The Nellymoser Engagement Platform detects the phone, network, and connection speed in real-time to create the best possible presentation on virtually any mobile device, including Apple's iPhone, BlackBerry, and Android smartphone devices.

For more information on GF Strategies, visit www.gfstrategies.com or contact Greg Flakus at greg@gfstrategies.com.

Nellymoser

Nellymoser turns printed action codes (e.g., 2D bar codes, QR codes, Microsoft Tags, SMS) into instant, interactive customer engagement on mobile phones. Nellymoser engagements range from contests and product videos to interactive multimedia engagements that can be shared on social media (e.g., Facebook, and Twitter) and include e-commerce for instant product purchases.