

HOUSTON ACTIVATES A TURN-KEY SOLUTION TO MOBILE “SHOW YOUR BADGE” PROGRAMS

The iconic city of Houston, Texas is an epicenter for conferences, conventions, meetings and events. As any great host city, it offers a diverse array of experiences beyond the walls of its convention center.

As such, Visit Houston envisioned a tool to help convention visitors get more out of Houston with an

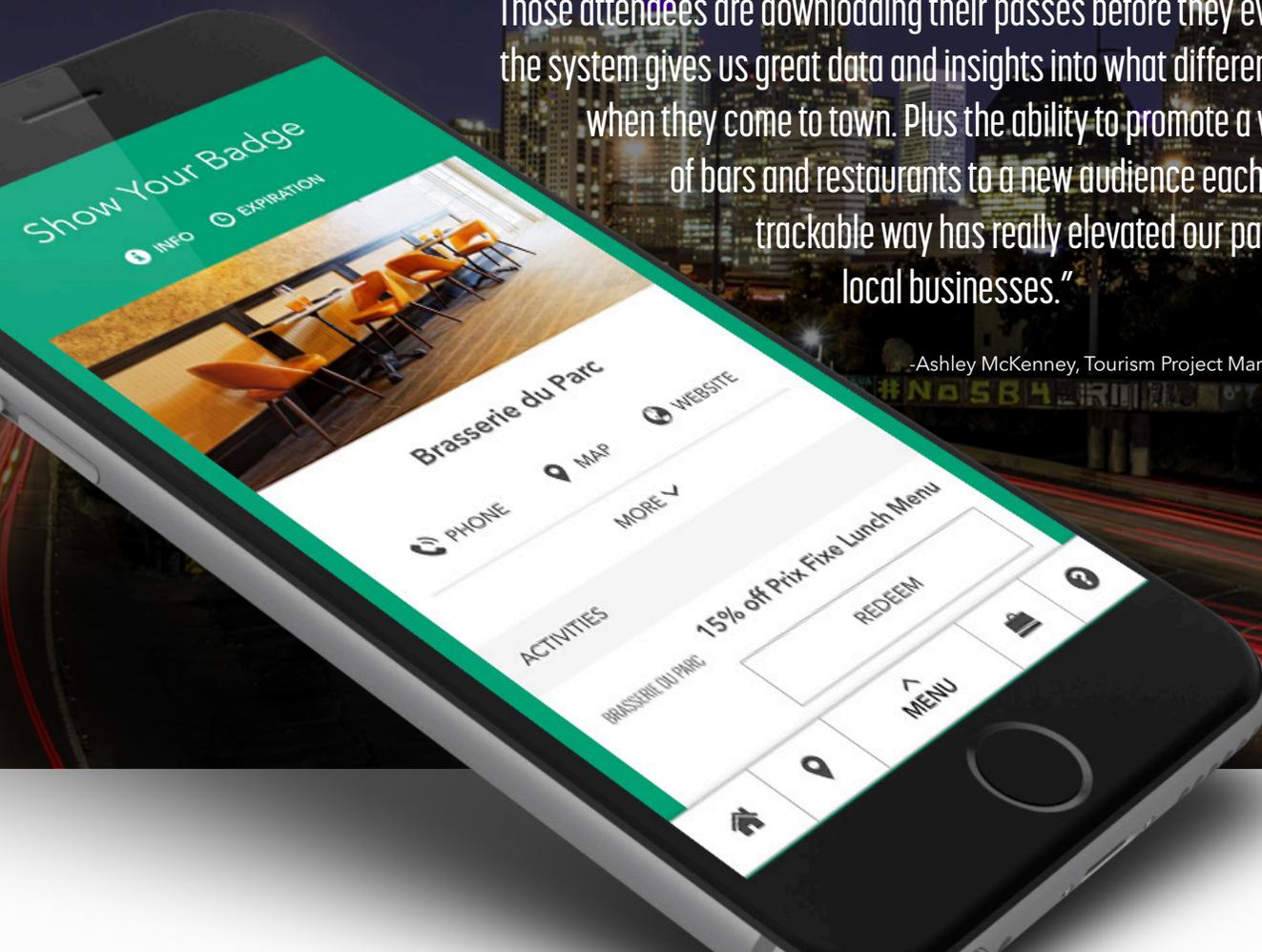
innovative, mobile version of a Show Your Badge program. It needed to be quick to set up, easy to white label and customize to each event, and full of enticing deals and experiences that people would want to do. And for Visit Houston, it wanted to capture as much meaningful data as possible.

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Utilizing Bandwango’s platform to digitize our Show Your Badge program has opened up a whole world of possibilities when it comes to getting special offers into the hands of our convention attendees.

Those attendees are downloading their passes before they even arrive and the system gives us great data and insights into what different groups want when they come to town. Plus the ability to promote a wide variety of bars and restaurants to a new audience each week in a trackable way has really elevated our partnerships with local businesses.”

-Ashley McKenney, Tourism Project Manager, Visit Houston



RESULTS

In the short time since Houston activated on Show Your Badge with Bandwango, it's been able to quickly set up both customized perks and paid destination experiences via thoroughly branded convention and event microsites, all with no apps to develop, or for the customers to download.



In the first pilot of this type, Visit Houston has already mobilized on an array of experiences for multiple Show Your Badge programs, which have shown exciting promise, such as:

1. The ability to **launch fully branded and operational convention/event microsites in under 30 minutes**; itself a unique resource to incentivize meeting planners to come to their city.

2. The ability to partner with local bars and restaurants in a tangible way, and to use the platform's **ability to combine free Show Your Badge perks with paid experiences to generate real revenue.**

To date, the distribution of **more than 1,000 Show Your Badge passports** across 15 niche events to visitors from every continent has exhibited early enthusiasm for mobile products in a way that is fun and easy to use.

Visit Houston is primed to take traditional Show Your Badge programs into the next generation - no more printed papers with listings of discounts and having customers need to bring their badge with them—a common complaint. The applications of this platform can be invaluable for CVBs, or a city's convention center itself as well as events and meeting planners alike.