

# WANTED : INDOOR NAVIGATION SYSTEM FOR THE EXHIBITION INDUSTRY

**NEW DEADLINE**  
November 15, 2018



## TOPIC

**Indoor Navigation Systems:** products and services improving visitor experience and creating added value for exhibition organisers, venues and their customers.

Indoor Navigation Systems will for sure improve the experience of every visitor of exhibition centres. Just as we have become reliant on Outdoor Navigation Systems to help us reach a destination easily, we are now looking to apply the same idea to help us find a way through large indoor spaces like exhibition centres, shopping malls or arenas. In addition to the simple wayfinding system, the ultimate goal of such an application would be to identify the right business connection, matching a search with best suitable goals - be it companies or people.

Does such a user-friendly, easily accessible and speedy technological system already exist?

We are looking for companies thinking and working in this direction which are able to offer their ideas, products and services to the exhibition companies organised in EMECA.

## REWARD

- Direct access to the most powerful players in the exhibition business in Europe
- Five finalists will receive Certificates and media coverage
- The winner will conclude a prototype project contract with exhibition industry player(s)

## PARTICIPATION AND PROCEDURE

### PARTICIPATION CRITERIA

- Any company younger than 5 years

### SUBMISSIONS

- One-page abstract with Indoor Navigation System description including its chances for the industry
- Company profile with figures
- Examples of existing successful product applications

### CONDITIONS

Please submit your material in English by 15<sup>th</sup> November 2018 to: [digital@emeca.eu](mailto:digital@emeca.eu)

The EMECA Innovation Platform Steering Committee will evaluate all submissions and select the leading five submissions. The top five companies will be invited to present their projects to the EMECA Digital Business Working Group. The EMECA Digital Business Working Group will select and announce three candidate projects for the final presentations. The appointed companies will present at the next EMECA General Assembly. EMECA will provide travel support of EUR 1.000 for the selected companies per presentation. EMECA reserves the right to declare the contest void in case the submissions do not meet the required quality.

All information regarding the entries submitted will be treated confidentially and will only be used for the selection purposes.

For more information, please contact [digital@emeca.eu](mailto:digital@emeca.eu)

## ABOUT EMECA

The 22 European Major Exhibition Centres Association venues host and organise 1.800 trade fairs a year globally on a gross rented space of roughly 37 mio sqm. They welcome roughly 410.000 exhibitors and 42 mio visitors in Europe.