

Making Organized Events, 'Real Events'! Power Up Your Membership & Potential Customers

Everything we do to improve our business or organization is connected to marketing and exceptional communications. Reach, or *true connection* has taken a colossal turn at hyper speed with *contextual leveled marketing reach* and the ubiquitous Smartphone with us over the last five years. We mostly all carry Smartphones that we cannot leave home without. Our attachment is bordering on obsession or an addiction, which with marketing and information transference is being taken advantage of.

Guess what? That is what we do and have you communicating directly with all Smartphones in your proximity. Those with and without Mobile Apps on their Smartphones. Our expertise and down-to-earth logic is the connectivity you have been looking for, and what is more, *we deliver!*



We could just explain in non-connected terms, but no, we shall use the potential for Iowa Soybean Association and how we believe they can become more connected to their members, potential buyers, and event visitors, changing communications in agriculture.

From *Spring through Fall*, the association attends many events to promote their wares, greet their members and open their doors to new business and attendees. It is the times of demanded marketing and not just another tent at the agriculture show or at the State Fair. Hundreds of thousands attend these events and we can touch the majority of them through their Smartphones with a *'call to action'* contextual leveled marketing reach and notifications, which appear on their Smartphones.

Every business has a website and the target has been to attract people to visit and in the Iowa Soybean Association's case, have people join and learn more about a great profitable crop.

People don't search you out on their desk or laptop computer in the volume they use to. The Smartphone, right in the palm of the hand is used in the majority. It is what they see around them that drives the opportunities in their proximity which they want more information on and turn to their Smartphone.

Connecting with potential clients or your membership happens in many different ways in this technological age, understanding and simplifying the opportunities has been **ProxComm Technology's** mission, with enormous global success uses with our innovative proprietary solutions.

When you have a large membership, having a simple mobile App is a must and keeps them continually educated and informed. It is the additional proximity-based connections using beacons, which are small placed transmitters which are received by Smartphones as notifications that are the contextual secret to success.

Privacy is important and this is a one-way transmission, the proximity beacon does not receive anything from the Smartphone whatsoever.

The Smartphone now receives a series, of up to ten relevant notifications of information, updates, savings or marketing opportunities on their Smartphone screen, even saving it or share with others! *This also emulates our proximity beacons.*

It goes much further than this, we all know that we continue to update documents, facts, and news all the time. It is a cycle of information which means more has to be created and replace the original release of previous information.

Not anymore! ProxComm Technology brings you the **Enhanced QR Code** which, with the same capabilities of up to ten different notifications which include updated information, video, a direct phone call, send a text message or email. A myriad of opportunities of communication which maintains the perpetual life of a document with built-in updates.



Whether on a computer screen, printed in a document or a stand-alone **Enhanced QR Code** on a building or bus stop, they have a perpetual life and can be updated simply at any time. We have even clients who are using our **Enhanced QR Codes** as **refrigerator magnets**, including property management, urgent care, and HVAC companies. Our electronic retail payment solution is being launched next!

The uses are endless and even include uses in zoos, science centers and museums sharing exhibit content. The Smartphone has so many opportunities for gleaning information for the users, young, and senior.

In the agriculture industry, maintenance and service companies have the **Enhanced QR Code** placed on their equipment and if there is an issue, the farmer scans the **Enhanced QR Code** which immediately notifies them of a service issue, which they act upon. Speeding up the capabilities for all.

So, what started as the ability to communicate has gone full circle of opportunity. To complete the circle call us or scan our Enhanced QR Code above and connect!

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**Connect, Engage, Communicate...
Be Heard...**

**WE ARE IN THE NOW
KEEPING YOU; IN THE KNOW...**

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