

MEET

CLICK

CONNECT



Because every connection counts

Face to Face Connections are:

Cumbersome

- business cards
- pen & paper
- sign-up sheets
- disparate cell phone platforms



Because every connection counts

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What is special about a MingleEvent?

- It creates more engagement between attendees & exhibitors?
- A MingleEvent personifies Attendee-Networking
“Click to Connect”, that is what you do with a MingleSticks at a MingleEvent.
A multi-purpose smartphone using a mobile app does not create an intuitive response to connect when meeting other attendees or exhibitors. This is a huge difference in why we have over 95% penetration and why it’s the best approach to Attendee-Networking and Lead-Retrieval.
- Everyone gets to participate.....everyone, everyone, everyone
Not just people who have a Smartphone and are accustomed to using an app.

Problems with Mobile Apps



- No Apps to download
- No learning curve
- Disparate cell platforms
- Less than 35% of all attendees will engage with their mobile device.



MingleStick Solution

- One button “click to connect”
- Ubiquitous (everyone gets one and can use the one button click to connect)



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Problems after the Event



Finding Business Card



Locating Exhibitor Hand-Outs



Three months later

- How do I find that business card or vendor product info?

Go-Green with Mingle360 Technology

Access exhibitor material, contacts, event documents long after the event is over

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The MingleStick



Benefits

- One button “click to connect”
- Lanyard / key chain device
- Ubiquitous networking tool
- Exciting and fun socializing
- Great conversation starter
- Safe and secure
- Branding
- Go-Green



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MingleManager



Features

- Online portal
- Secure
- Filterable
- Contact management
- Import / export
- Banner advertising

The screenshot shows the MingleManager web application interface. At the top, there's a navigation bar with the Mingle360 logo and user information 'Hi bradley | Signout'. Below the navigation bar, there are tabs for 'Mingle360 Solutions', 'MingleManager', and 'MinglePartners'. The main content area is divided into several sections. On the left, there's a 'CONNECTIONS' sidebar with a 'MingleStick Connections' dropdown and a 'Mingle History' list. The main content area displays 'Mingle History (963)' with a search bar and a list of contacts. Each contact entry includes a profile picture, name, and associated company logo (e.g., at&t, Google, National Urban League). The right sidebar contains promotional banners for 'National Urban League', 'at&t iPhone 3G', and 'Google chrome'.

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Business Profiles



CONTACTS

MingleStation History ▾

Search a Business ▾

View All >>

04/15/10	Panasonic	📶
04/16/10	Master-Bilt	📶
04/15/10	Everpure	📶
04/15/10	MENNEKES Ele...	📶
04/15/10	World Dryer...	📶
04/15/10	Scotsman Ice...	📶
04/15/10	Security Lig...	📶
04/15/10	York Int...	📶
04/15/10	Restaurant Tec...	📶
04/15/10	Dr Pep...	📶
04/15/10	QsrSoft, Inc...	📶
04/15/10	Bunn-O-Matic	📶
04/15/10	Parisi Inc...	📶
04/20/10	Carlisle Foo...	📶
04/15/10	AES Galler...	📶
04/15/10	FCC Com...	📶
04/15/10	FCC Com...	📶
04/15/10	universal man...	📶
04/15/10	Ken's Bev...	📶
04/15/10	ParTech	📶



Profile

My Tools

Send a Message

Add Notes

View Documents

Add to Address Book



FCC Commercial Furniture, Inc.

8452 Old Hwy 99 North

Roseburg, Oregon 97470

United States

(800) 322-7328

<http://www.fccfurn.com>

Connections: 119

Recommendations: 0



Founded in 1967, FCC Commercial Furniture is a commercial furniture manufacturing and interior design company based in Roseburg, Oregon, USA. At FCC we are committed to providing innovative products, solutions and outstanding customer service.



Our goal at FCC Commercial Furniture, Inc. is to deliver impressive / well designed products, continue to strengthen connections with core customers, reach out to new / potential customers and build brand loyalty. Ultimately, we want to make sure we provide you the products, service and support necessary to make your new store build or remodel a complete success!

Please view the FCC documents page to see our latest design concepts and products. Our sales team is available at any time to answer questions and

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Online Document Sharing



CONTACTS

MingleStation History ▾

Search a Business ▾

View All >>

- 04/15/10 Panasonic
- 04/16/10 Master-Bilt
- 04/15/10 Everpure
- 04/15/10 MENNEKES Ele...
- 04/15/10 World Dryer...
- 04/15/10 Scotsman Ice...
- 04/15/10 Security Lig...
- 04/15/10 York Int...
- 04/15/10 Restaurant Tec...
- 04/15/10 Dr Pep...
- 04/15/10 QsrSoft, Inc...
- 04/15/10 Bunn-O-Matic
- 04/15/10 Parisi Inc...
- 04/20/10 Carlisle Foo...
- 04/15/10 AES Galler...
- 04/15/10 FCC Com...
- 04/15/10 FCC Com...
- 04/15/10 universal man...
- 04/15/10 Ken's Bev...
- 04/15/10 ParTech
- 04/15/10 JBI
- 04/15/10 Hubbell

Profile

My Tools

Send a Message

Add Notes

View Documents

Documents

Sort: Most Recent ▾ Search Document :

- FCC Vibe Series Foldout** » download file
This Adobe PDF file briefly showcases the 2010 FCC Vibe series, seating and decor product line. Questions? Please contact us today at (800) 322-7328.
- FCC RE | Fresh foldout** » download file
This Adobe PDF file briefly showcases the 2010 FCC McDonalds RE | Fresh, seating and decor product alternatives. Questions? Please contact us today at (800) 322-7328.
- Vibe Series Design Components** » download file
This Adobe PDF file showcases the 2010 FCC Vibe series design component options. Questions? Please contact us today at (800) 322-7328.
- FCC booth at MCD Worldwide 2010** » download file
This Adobe PDF file showcases the FCC booth for the 2010 McDonalds Worldwide exhibit. Questions? Please contact us today at (800) 322-7328.

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Top five reasons for a MingleEvent



1. There is no better way to perform Attendee Networking

- Unless you grew up with a Smartphone and business cards are an oddity, taking your cell phone out of your pocket and starting-up a mobile app to connect with another its just too cumbersome. Less than 35% will engage with their Smartphone to make a connection. The MingleStick is much quicker and simpler way to effectively network.
- Gathered around a group in conversation, quickly connect with everyone.

2. MingleStick benefits gurus and technology challenged alike

- One-Button-Click, with all the benefits. It's Ubiquitous, everyone gets one.

3. Great conversation starter

- Networking is what is expected at a Mingle Event. It's easy to walk up to someone and say "Let's Mingle". Try doing that with a mobile phone or a business card.

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Top Five reasons for a MingleEvent



4. MingleStick is fun and generates buzz and excitement

- It's cool to use. It empowers attendees and creates engagement. We have some really exciting games wrapped around the MingleStick that brings our technology back year-after-year.

5. The utility of the MingleStick

- All connections, exhibitor connections, event brochure, exhibitor specials, event related material (Access Only), Session, Classes, Attendance, CE Credits, Certificates (Print & PDF) are always available and accessible via their MingleManager online account.
- The utility of the MingleStick extends your event long after it's over. MingleManager allows the attendee to have a central access point to everything that is event related, before, during, and after. It just makes it simple to find a contact, to download a session's pdf, or reacquaint or prepare yourself for next years event.

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The utility of the MingleStick



5) Continued....

- No need to scan or type business contacts
- Increase networking
- Online Contact Manager
 - facial recognition
 - a users profile (not just text on a business card)
 - search capabilities
 - add notes about a connection
 - organize connections into folders
- Exhibitor search
- Export to your preferred CRM
- Track your CE Units
- Copies of your Certificates
- Access to all related event documents

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Having Fun with the MingleStick



Mingle offers several games that will raise the level of excitement and increase the engagement for the shy or timid

- The MaxMingler
- The MysteryMingler
- The MingleLotto
- The Wheel of Fortune
- Zoltar
- Picture Kiosk
- Exhibitor Bingo

All games are displayed using a projector or large flat screen for group engagement



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MysteryMingler



Mystery Mingler – Is similar to a scavenger hunt. The attendees' are asked to click with as many other attendees to increase their chance of finding the Mystery Mingler which can be anyone, even themselves. Attendees who clicked on the MysteryMingler will be entered to win a prize.

This great fun at an evening social mixer or a break-out event. It can be used throughout the entire event to increase engagement. A prize given at the end or post event.



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Max Mingler – Is exactly what it says, “Who has the most Mingles?” If you want to increase attendee-networking and take it to the next level, this is exactly how to accomplish this.

At one of our franchise events, the average connections each attendee made was over one hundred. Their goal was to get their franchisee’s connected and talking to one another. The MaxMingler was a huge success and accomplished their goal. It created competition among the group and opened dialog between franchise owners.

The attendee’s MingleCard (profile) is displayed along with the number of connections (mingles) they have made and a list of the top ten Minglers.

7 Mingle Connections - " You can do better!"



MingleCard

Profile information is usually provided by the event organizer. Attendees can update their profile information during or after the show.

About Me:
Mr. Coffing is the inventor of the Minglestick, the world's first social electronic business card. Launched in 2009, it's now placed with some of the top brands of the world in organization and meetings that want to make every connection count. He is also the founder of Mingle360 and serves as its CEO, capping 14 years in the technology services business for government and private clients. Dan enjoys being a synthesizer and innovator, creating technology solutions to solve business process challenges.

Mr. Dan Coffing
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37 Richard Cook
Remedy Skilled

24 Betina Lose
Bleeding Edge Technologies

19 Gary Honing
Capital Creative Associates Inc.

15 Andrea Kessler
Keller Benefit Services

8 Daniel Bloom
Epoch Insights

UPDATE MINGLECARD

A movie projector or large flat screen TV is used for group engagement.

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MingleLotto — Is simply a drawing from a list. The list can be a session attended or group of sessions. The list can come from an exhibitors MingleStation (which allows exhibitors to use this game at their booth).

One event used the MingleLotto to get attendee's to show up early at their Keynotes sessions each day at 7:00am. If you arrived prior to 7:30am you were able to click on a MingleStation while entering the keynote hall. At the end of the keynote presentation a \$1000 prize was given away using the MingleLotto.

Attendee profile pictures are displayed on a 10 x 20 grid. A Square outline moves along the grid, while profile pictures are swapped in and out and mixed inside the grid accommodating large size events greater than the grid size. The square outline slows and the last five profile pictures and their names can be seen on the right side of the screen just before the square outline stops and the winner is revealed.



A movie projector or large flat screen TV is used for group engagement.

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Wheel of Fortune



The Wheel of Fortune – Is a wheel that contains dollar amount or prizes for attendees to win. Click at a MingleStation to spin the wheel.

One event used the Wheel of Fortune to give FICO-Dollars to their attendees. Each attendee received three spins on the **Wheel of Fortune** and were given additional spins for other achievements.

The wheel can be customized for any dollar amounts or prizes. Percentages can be adjusted like a slot machine making the higher amount more difficult to win. A prize or amount can be eliminated once it is won allowing you to maintain your budget and dollar distribution.



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Zoltar – Is the fortune-teller found in old amusement parks. Click at a MingleStation and have Zoltar tell you your fortune. This game can be ridiculously hysterical. Event coordinator can alter what Zoltar will say in general or be specific to an attendee.

One event hired a comedian to heckle attendees that clicked on Zoltar. He was hidden and used a mic to share their fortune.

You can alter what Zoltar will say for your attendees. You can add general comments that will fit the context of your attendees. You can also be very specific and add several comments for a specific attendee. Example: “Joe, you had a little to much to drink last night and table dancing is not your calling.” or I’m not sure you should have clicked with Wayne Johnson, you may have caught something contagious”.



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Picture Kiosk



Picture Kiosk – allows an attendee to take a picture and add it to their profile. The Picture Kiosk is usually setup next to MingleKiosk where MingleSticks are distributed or returned. The attendee is able to take a normal or funny picture using the Kiosk.



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Exhibitor Bingo



Exhibitor Bingo – Is a great way to provide exhibitors with more bang for their buck. Exhibitors pay a lot of money to reach attendees and bingo is a way to drive potential leads to them. Participating exhibitors make-up the bingo card. Attendees need to click on each exhibitor, complete your bingo card and be eligible to win a prize.

When an attendee inserts their MingleStick into the Exhibitor Bingo Station, they are shown their bingo card and which exhibitors they need to visit. Exhibitors already visited will have a MingleStamp. Mingle360 usually provides a 42” flat screen as the prize for exhibitor bingo with exhibitors participation and other MingleGames.



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Having fun with MingleGames

- Select one or all six Interactive Kiosk Stations
- Setup in the exhibitor hall and throughout the event floor
- The more Interactive Kiosk Station Stations you deploy
 - You increase engagement
 - You build more curiosity to click
 - You raise the level of fun an excitement

All attendees participate with our “Event Interactive Kiosk Station”

Not using MingleMobile, don't have a smartphone?

- Attendees can walkup to any Event Interactive Kiosk Station and use it like our MingleMobile app
- Simple to use and navigate to find everything about what is going on at the event

Features

- Print Maps
- Create, View, or Print your personal agenda / schedule
- Search exhibitors
 - View exhibitor profile
 - Print a floor map of exhibitor you would like to visit
- Hytry

Contagious Experience



Video Testimonials

http://www.mingle360.com/video_mingle360_2_testimonials.html

MingleStick - How It Works Video

http://www.mingle360.com/video_MingleStick1.html



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Industry Awards & Reviews



CORPORATE EYE

EXHIBITOR ONLINE

WASHINGTON BUSINESS JOURNAL

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Our Clients



Purina Mills



Instant Connections
CONNECTING THE WORLD ONE CLICK AT A TIME!



Key points to remember



MingleEvent –

- Everyone gets to participate....everyone, everyone, everyone.
- Over 95% will use a MingleStick compared to a 28% - 63% mobile app, depending on your attendee demographic.
- It creates more engagement between attendees & exhibitors?
- It's worn on a lanyard, simple to use, one button "*click to connect*"
- It's a conversation starter
- It's fun
- It's drive the audience to action
It's what you do at a MingleEvent



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The best of both worlds



Combine MingleMobile & MingleStick technology

MingleMobile

- Event Guide
- Agenda (view by track or Time)
- My Schedule for Attendees
- Sync your schedule with iCal, Outlook, Google Calendar
- Speaker, Sponsors, and Exhibitor Profiles
- Floor maps
- Attendee Roster
- Search Attendee & Speakers
- Event Survey , Real-Time Session Polls with live results
- Event Alerts

**MingleMobile can satisfy your mobile needs,
but make it a MingleEvent and see the difference**

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