



## Press Release

For immediate release

Contact: Janeé Pelletier, chief technology evangelist  
meetsmart  
410.571-1538 or [janee@meetsmartmobile.com](mailto:janee@meetsmartmobile.com)

### Conference Organizers Amazed by Traffic on Mobile Conference Guide at Society of American Archivists 75th Annual Meeting

**Annapolis, MD [September 21, 2011]**... Three weeks after the Society of American Archivists (SAA) Annual Meeting, organizers report that use of the first-ever SAA mobile conference guide surpassed all expectations. SAA deployed **meetsmart mobile**'s web-based conference guide to support the organization's 75<sup>th</sup> Annual Meeting, held in Chicago, Illinois, August 22-27, 2011. The site had more than 40,000 views in the three-week period before, during, and after the meeting.

As a first-time user of a mobile conference guide, SAA had moderate expectations of a mobile conference guide. But even before the meeting began, organizers were surprised to learn that the mobile guide had drawn more than 18,000 page views. "We were thrilled by the very high traffic and the great attendee feedback," reported the meeting's logistics manager, Paul Henning of Conference & Logistics Consultants (C&LC).

Using **meetsmart mobile**, SAA generated more than \$9,000 in additional exhibit revenue. Said Nancy Beaumont, SAA's Executive Director, "With inclusion in **meetsmart mobile** as the incentive, we were able to sell seven additional exhibit booths even after our onsite program had gone to print. Now our exhibitors are getting exposure that was never possible before. And we're capturing revenue that almost got away!"

Post-show metrics provided by **meetsmart mobile** reported traffic during the meeting as follows:

- 40,286 page views by SAA's 1,664 attendees, with an average of more than 24 views per attendee.
- Average time per visit of 7:09 minutes, although during the peak conference period the average visit lasted nearly an hour.
- More than 11 pages viewed per average visit.
- 1,000 unique visitors, representing more than 60% of SAA's attendees.
- Visitors from 11 countries/territories, including the US. Canada, Europe, Brazil, and India.

On average, each user visited 17.3 pages and spent 9.5 minutes on the site before arriving at the meeting. "This information reinforces the demand for mobile applications, even when a group is considered late adopters," said Henning.

---

*meetsmart mobile is a web-based conference guide for mobile devices, designed by meeting planners. meetsmart mobile gives conference attendees quick and easy access to conference schedules, maps, exhibitors, and alerts right on their mobile phone. meetsmart mobile lets attendees personalize their conference experience with easy connect, decide, and go functionality. To learn more visit [www.meetsmartmobile.com](http://www.meetsmartmobile.com).*

---

###