

# EXHIBITOR SPOTLIGHT

## LIVEGAUGE

LiveGauge was founded by ex-agency'ers who knew the value of measurement solutions in digital, and noticed a lack of solutions in real-world marketing. Today, the team consists of account managers, product specialists, and developers all from agency backgrounds. Every team member of our company has experience in the agency space.

### Give us your 'Elevator Pitch' about your product/service.

LiveGauge provides event organizers and sponsors a way to automatically gain objective ROI insights on their events and sponsorship spending. Using a portable sensor that you place at your footprint, metrics such as foot traffic, engagement counts, dwell time, A to B conversion funnels, busiest/quietest time, etc. are all provided to you instantly after each day of your event. You essentially get all the benefits online marketers get with that deep level of measurement, but in the real-world at your event.

### How many employees does your company have?

LiveGauge as of this publication has 16 employees.

### How has your company grown over the years?

We have grown on all fronts since our original founding team started LiveGauge in 2013. Employees, products, capabilities, and operational regions have been on a healthy upward trend. We now sell in over 8 countries, operate in two, and have been investing heavily into R&D to continue to enhance our already industry-changing ROI and engagement solutions for sponsorship and live event marketing.

### What areas do you serve with your product/service?

We operate locally and internationally. Our primary customers we serve are marketing agencies, brands/sponsors, organizers/festivals, and governments and business improvement associations.

### What new or improved product/service do you have to offer that attendees need to know about?

We recently introduced our demographics profile service, which for most events means we can provide demographic and sociographic insights at a ZIP-code level detail of your attendees. This is invaluable to attaining quality sponsorship and proper planning of your event. In 2018, we are planning to introduce a seamless lead-capture solution to integrate into your existing LiveGauge insights dashboard, bringing a true 360° coverage for your event.

### What sets your product/service apart from your competitors?

Any current measurement solution cannot capture the information we can. Counters, surveys, pictures, etc. do not provide the same level of insight LiveGauge provides, nor can any measurement solution collect that information as easy and automatically

as LiveGauge does. Simply place the battery-powered sensor that has a built-in internet connection to where you want to measure, and turn it on. It's that simple.

### How many years have you exhibited at the IFEA's Expo?

This year was our first time, but we will definitely be back. It was great to connect with our new and existing customers in this way!

### Why did you decide to exhibit at the IFEA's 62nd Annual Convention, Expo & Retreat?

We felt that it was a perfect opportunity to get to see our customers face to face, get integrated into the community that we are happy to serve, and have others learn and ask questions to us directly.

### What is your customer service philosophy?

Customer service is as important to us as the product and insights we provide. Especially in an industry where there can be multiple points of contact, we ensure that our processes accommodate all of those wild cards we experience in our industry to guarantee we deliver the best customer service possible.

### CONTACT INFORMATION

**Nathaniel Bagnell**  
Director, Business Development  
LiveGauge  
10 Dundas St. E, Suite 600  
Toronto, ON, M5B 2G9, Canada  
+1-888-998-1716  
info@livegauge.com  
www.livegauge.com