



SWTEST

PROBE TODAY,
FOR TOMORROW

Dear SWTest Exhibitors,

Back by popular demand, the 2nd Annual Expo Scavenger Hunt!

The EXPO Scavenger Hunt Increases Traffic to Your Booth!

We've added an EXPO Scavenger Hunt, encouraging attendees to visit all participating exhibitors to win big prizes. And, we provide a golf-cart shuttle that takes attendees back and forth from the EXPO Tent to the Bernardo Expo Hall. **So, not only do we bring your customers to the SWTest EXPO, we bring them to YOUR BOOTH!**

This is a sure way to get traffic and create buzz at your booth. All you need to do is donate an item (valued at a minimum of \$50) and your booth will be added into the Hunt.

How Do We Participate?

Please review the details of the Exhibitor Scavenger Hunt below and make sure you contact Alice Jones with your prize information no later than May 3rd.

1. Exhibitors who wish to participate in the Expo Scavenger Hunt **must notify Alice Jones, alice@cemamerica.com no later than May 3rd** with a description of their prize donation (minimum value \$50).
2. SWTest will distribute an email blast in late May announcing the Expo Scavenger Hunt to all conference attendees and listing participating exhibitors as well as the prizes to be won.
3. Exhibitors must bring their prizes to the Registration Desk and pick up their signage with bar codes no later than Monday, June 3rd at 12 noon.
4. Participating exhibitors will be given their Scavenger Hunt Sponsor signage with QR code at the Registration Desk, when they drop off their prize. (Signage will be full color, easel-back, tabletop, foam core sign.)
5. There will be signage in the registration foyer and the entrances to both Expo areas with the list of participating exhibitors, prizes, and rules on how to win.
6. Exhibitor listing in Expo Directory will indicate Scavenger Hunt Sponsor with a star next to listing: *SHS = Scavenger Hunt Sponsor
7. Exhibitor listing on Website and Mobile App will indicate Scavenger Hunt Sponsor with a star next to listing: *SHS* = Scavenger Hunt Sponsor
8. Conference attendees must visit all participating Expo Scavenger Hunt exhibitors in order to be eligible to win any prizes. When all participating exhibitors' QR codes have been scanned, they will automatically be entered in the contest for prizes.
9. Winners of the Scavenger Hunt will be announced during the Tuesday night Social Program.

NEW! Lead Retrieval Information

New this year, we will be placing unique QR codes on the front of each attendee's badge which will contain contact information for that attendee. Exhibitors will be able to scan that code with your cell phone using an applicable QR code app (ex. QR Reader) to capture that information.

So, when an attendee comes to your booth to scan your Scavenger Hunt QR code, you can also scan their personal QR code on their badge. Be sure to join in the fun and capture the attendees' contact information by participating in the Scavenger Hunt!

See you in San Diego!

SWTest Conference Team