

*It no longer makes economic or environmental sense to print and transport truckloads of literature events when you can distribute conference papers and brochures electronically - on demand.*

## **nopaper™** for conferences and exhibitions

***Electronic documents are part of everyday life in business. What's needed is a foolproof distribution system that allows visitors at exhibitions and conferences to easily select and download documents they want to a flash memory stick, phone or other mobile device quickly and easily.***

***nopaper™ from Cordovan does all that and enables you to know who downloaded what and from where.***

***nopaper™*** is both a suite of systems as well as an overriding philosophy. Let's rid the world of unnecessary paper and paper wastage and all the associated costs that accompany it.



At most exhibitions and conferences, visitors can easily become overloaded with literature, presentation papers, leaflets and binders – most of which remain in carrier bags or end up in the bin. **nopaper™** removes all that clutter and wastage and allows you to easily share content from events with colleagues simply by transferring documents electronically.



*Receive documents to USB flash drives, RFID near-field cards or via your mobile phone*

**nopaper™** is a complete and well proven system including customized outlet ports for use in displays and graphics, distribution stations for conferences and all the essential 'back office' software and data handling and even vending facilities for USB flash memory sticks.

### **How it **nopaper™** adds value at your event**

**nopaper™** provides a range of possibilities to distribute 'printed' literature and recover important visitor data. Visitors can use either low cost USB flash memory drives, RFID near-field cards (similar to Oyster® Cards on the London Underground) or even their mobile phone memory card to receive literature.

Each flash drive has an identifying code which the **nopaper™** system matches to your visitor's information when they register at your stand or conference. At exhibitions, for example, they can walk from exhibit to exhibit and insert their flash drive into the provided ports alongside each product or service that interests them. The **nopaper™** system identifies the code on the drive, matches it to the registered information on the database and then delivers the requested literature onto the drive – all in seconds.

- *Easy to set up. Easy to use*
- *Eliminates print and associated transport logistics and costs*
- *Literature is always current up-to-date*
- *Easily allows for different language versions*
- *Far greater sharing potential*
- *Provides instant usage data*
- *Allows you to build permission based contact lists*
- *Environmentally friendly. A great CSR message!*

## nopaper™

### The future in literature and document distribution



**For conferences, terminals can be placed at key breakout or meeting points which allow delegates to select and download supporting 'papers' from any session.**

At the end of each event day or event, you gain a complete list of who has downloaded which documents, and which documents proved to be the most popular. As with all forms of data collection it is important that visitors are informed and opt in to any personal data collection system.

You can also use **RFID near field plastic cards** to achieve the same. Each point of literature distribution has the required 'dome' close to the exhibit or mounted within the supporting graphics. By passing the card over the dome automatic data collection and literature distribution takes place.

Using **mobile phones**. Bluetooth and infrared can be used to transfer and receive the same information to mobile phones. Alternatively you can use the Cordovan **text4itNOW™** service. Simply state a mobile phone number and short code on each display. The visitor simply texts his or her email address to the number plus a short identifying code and the literature is automatically sent to the enquirer's email box, plus a confirmation text sent back to their phone.

**Position USB outlet ports or RFID hotspots within the support graphics of each display at an exhibition and allow visitors to self select and acquire the literature instantly.**

**At conferences, set up simple terminals with download ports to enable delegates to choose and takeaway electronic supporting papers or sponsor materials associated with any presentation.**

**nopaper™ touchscreen units** make the sharing of documents even easier. These can be free standing modular units or integrated within display graphics.

**USB sticks and RFID cards.** Cordovan can supply all necessary consumables complete with client branding, in-built identification codes, etc.

**Rental or purchase.** Cordovan can supply and set-up on site everything to your specification on a rental or purchase basis. We can work alongside your display contractors to integrate outlets within graphics and other displays.

#### For further information please call:

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