

QR Codes at Infotec 2012

QR Codes




Quick Response (QR) Codes will be utilized in a variety of different ways this year at Infotec. A QR Code is a matrix barcode that is readable by webcams and mobile phone cameras. The code consists of black modules arranged in a square pattern on a white background. The information encoded can be text, a link to a website, an address book vCard, or a variety of other useful links. Try the QR Code below to read more.



Wikipedia Article on QR Codes

Download a QR Code Reader for Your Phone

There is a wide variety of QR Code Readers available in the Android Marketplace as well as in the Apple Apps Market. Some are free, others charge a small fee. We encourage all of our Sponsors, Exhibitors and Attendees to join in the “QR Code Fun” at Infotec this year. To participate, simply download and install a QR Code Reader now. We have listed a few recommendations for free barcode readers below. They are all available from their respective app stores.

		
<p>Android QR Reader</p> <ul style="list-style-type: none"> • Full features • Free • Barcode Scanner 	<p>Apple iOS QR Reader</p> <ul style="list-style-type: none"> • Basic features • Free <p>NeoReader</p> <ul style="list-style-type: none"> • Nice features • Free <p>Google Goggles</p> <ul style="list-style-type: none"> • Full featured • \$.99 	<p>Blackberry QR Reader</p> <ul style="list-style-type: none"> • Blackberry Messenger (BBM) is free and most likely already installed on your Blackberry if it has a camera.

Partial List of How Infotec 2012 Sponsors and Exhibitors can Participate in the Collaborative Nature of QR Codes at the Conference

Track Booth Visitors

Each exhibitor will have a QR Code scanner at their booth provided by the AIM Institute. The purpose of providing QR Codes on attendee nametags is to serve as a lead-generation device. If the individuals who staff your booth actively scan nametags, you will leave the conference with a robust list of attendees that visited your booth, as well as the date and time of their visits. You will also be able to enter notes into each record to help you remember follow-ups and essential elements of the discussion.

Share Your Company Info with Attendees

Share your own company website and/or contact information with booth visitors via a QR Code that you post at your booth. QR Codes provide access to YouTube videos, website URLs, shared resources on servers, and will even send text messages. Simply paste a LARGE version of a QR Code (2' x 2') on posterboard to hang behind your booth or on your table drape.

Anyone can easily generate and print their own QR Codes for others to scan by visiting one of several free QR Code generating sites. Our favorite site, <http://zxing.appspot.com/generator>, is capable of generating QR Codes that will:

- Add an event to a mobile calendar
- Automatically enter an email address
- Activate a mobile phone's map function and enter a geo-location
- Call a phone number
- Send an SMS text message
- Display a plain text message that you create
- Open a web browser to a specific URL
- "Like" your company's Facebook page

Other Ideas – Brainstorm unique ideas to utilize QR Codes at your booth, such as:

- Create t-shirts for your booth staff with QR codes that link to a corporate YouTube video.
- Hang a poster with a large QR code that opens a Google Map to show your company's location.
- Use QR Codes as alternatives to printed materials to transfer brochures and other printed media directly to those who ask for your company's information.

Booth Prizes

Some exhibitors will use QR Codes for prize giveaways at their booths. There are many ways you can participate in the "QR Code Fun" at Infotec.

- Use QR Codes to give away prizes at your booth. Print a large QR Code to post at your booth and tell booth visitors to scan the code to enter into your prize drawing. The QR Code can link to a Google Form in which a user inputs his/her information for the giveaway.
- Print QR Codes on yellow sticky pads with plain text that says "Take this sign to John Doe at the Acme Solutions booth to receive a free wireless router." Post the notes at the conference.

We encourage you to come up with creative QR Code promotions. If you have a QR Code promotion idea that you'd like to discuss with us, contact Justin Mac Nair (Infotec Engagement Coordinator) at jmacnair@aiminstitute.org. We look forward to hearing from you!