

# Case Study: Use of TouristPads' iPad Kiosk Product for Formula 1 Singapore Grand Prix

Businesses are now aware of the benefits of using iPads. Businesses spend lots of money renting booth spaces at events. Your main objectives are to capture attention for your products and services, and to generate leads. Setting up an iPad kiosk would be the perfect way to achieve these objectives.



## Use the iPad at Your Event

As close to 85,000 visitors streamed into the Marina Bay Circuit area, they were greeted with various booths set up for their entertainment and information. They were pleasantly surprised when they

arrived at the Singtel booth to see three elegant white kiosks, each housing a shiny new iPad.

The iPad Kiosk is a wonderful device to be deployed at any public areas, trade shows or events. When deployed correctly, the iPads face no risk of theft. This case study highlights the top ten benefits of using iPad kiosks for your business.

### *TouristPads*

**TouristPads is Singapore's premier iPad rental company. We provide the new iPad (3rd Gen) as well as the latest event support technology to support your company's meetings, conferences, events, and seminars.**

**Find out more:**

**Call us at 9274 1349, email us at [info@touristpads.com](mailto:info@touristpads.com), or visit our website <http://www.touristpads.com/events/>.**



## Top 10 Reasons To Use iPad Kiosks At Your Event

### 1) Increased traffic and interest at the booth



People love Apple products. The iPad is the best selling tablet in the world. Seeing an iPad brought the curiosity out of many people and they took that extra minute to visit the booth.

### 2) Increased time at the booth



Once visitors were attracted to the booth, they stayed around longer than around those booths without an iPad. This was a great opportunity for staff of Singtel to share information about the services and products of Singtel.

### 3) Increased engagement



With an iPad keeping visitors entertained, Singtel staff had more time to interact with them. This beats just handing them some flyers, which we all know around 80% or more end up straight in the rubbish bin.

### 4) Opportunities to showcase services, products and websites



Singtel was able to promote two of their apps, FootPr!nt Singapore, and the Singtel F1 app. We linked an iPad display to a 40 inch LCD TV to showcase the app to many people at the same time.

### 5) Conversion of booth traffic into online connections



Visitors could sign in via Facebook to use those apps. Singtel gained more online connections and likes on Facebook. With a 3G sim card included with our rentals, you do not need to set up a wireless internet base station.



# Top 10 Reasons To Use iPad Kiosks At Your Event

**6) Creation of memories**



Many visitors took pictures of themselves using the camera app, creating a high level of interaction and led to great memories of the event.

**7) Security in heavy traffic**



Mounted securely onto the floor, our iPad Kiosks were able to handle the heavy traffic without fear of them toppling over or of damage to the iPads.

**8) Outreach**



Close to 85,000 visitors attended the 3-day event. Given the attractive presentation of the booth and the powerful lure of the iPad Kiosks, organizers gave an estimate of 45,000 visitors to the booth, an outreach rate of more than 50%!

**9) Return on investment**



Deploying the iPad Kiosks translated to a very good ROI. Based on the number of visitors, the cost of acquiring one visitor to the booth was only a few cents. No additional manpower was required once the Kiosks were set up.

**10) Environment**



Say goodbye to flyers. Imagine 45,000 flyers distributed but ending up in the trash. Using the iPad Kiosks ensured that no paper waste was generated.