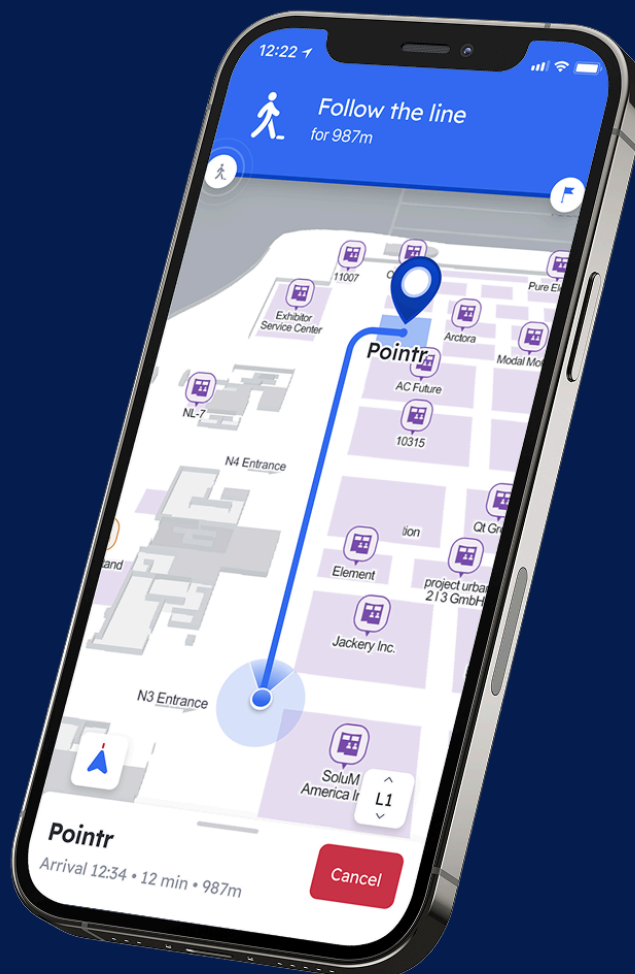




Pointr Connected Venue Program

Unlock 3D Maps & Blue Dot Wayfinding at your Venue

Partnership Proposal





Program Overview

What is the Connected Venue program?

The Pointr Connected Venue Program is a strategic revenue-sharing partnership between Pointr, the world's leading mapping and wayfinding platform, and select tier-1 exhibition venues. This program transforms venues into connected, cutting-edge destinations powered by 3D Maps & blue dot wayfinding technology.

What are the benefits of the program?







Transform your venue into an innovation-forward destination that delivers exceptional visitor experiences while unlocking new revenue opportunities:

- Elevate the user experience with 3D Maps & Blue Dot Wayfinding for staff, visitors and shows
- Attract premium events seeking state-of-the-art attendee experiences
- Unlock new income streams through our proven revenue-sharing model

Who is eligible?

- Exhibition venues spanning 500,000+ square feet
- Annual visitor volume of 400,000+ attendees
- Tier-1 venue status with regular large-scale events

What is included?

 Highly accurate Blue Dot	 3D maps with rich POI Details	 iOS + Android + Web SDKs
 Instant Wayfinding (with Pointr Express)	 Anonymized analytics (including Search and Usage)	 Ongoing support

How does the program work?

Venue responsibilities:

- Provide venue access for blue dot setup
- Supply current CAD files / floor plans
- Grant access to existing Bluetooth Low Energy infrastructure (where available) or allow installation of passive Bluetooth beacons (wireless, no drilling, no cabling)
- Provide introductions to event organizers

Pointr deliverables:

- Professional digital map creation for venue and individual shows
- Full access to Pointr Maps™ platform
- Full Blue Dot venue coverage with 1-3 meter accuracy with multi-level, indoor/outdoor features
- Event Support Services:
 - Direct collaboration with event organizers for content support
 - Comprehensive content management and updates
 - Full technical customer support throughout events
 - Optional on-site personnel for live map updates during shows
 - Pointr SLAs and technical guarantees



Partnership Options

A. Exclusive partnership

Venue exclusively uses Pointr for all mapping and location services

\$0, no cost Pointr Maps™ license

- ☒ All events must use Pointr Maps (mobile app and/or website integration)
- ☒ No third-party mapping providers permitted

Get 10%
of license revenue
for every show

B. Preferred partnership

Venue promotes Pointr as preferred mapping partner

\$24,000 discounted Pointr Maps™ license annually

- ☒ Venue actively promotes Pointr as preferred mapping solution
- ☒ Email introductions to upcoming shows (minimum 6 months advance notice)
- ☒ Events retain option to engage alternative providers
- ☒ Venue cannot promote competing mapping partners as "preferred"

Get 10 % of license revenue
for first 3 shows per year

Get 5% of license revenue
for show 4 and beyond

Make \$50,000* avg. Revenue

A venue that hosts **50 events** with a **20% uptake** would make **\$50,000** annually from the Connected Venue preferred partnership, assuming \$77,000 avg. license fees.



Frequently Asked Questions

Do I sign a contract with Pointr?

Venues sign a partnership agreement directly with Pointr covering program terms and venue mapping services. Pointr agrees on a quote for each show directly with event organizers. Pointr can bill directly to events or through venue billing platform.

What is the duration of the agreement?

3-year initial term with renewal options at the end.

Can I cancel?

Termination is allowed for cause, including poor performance or contract breach

Do you offer pilots?

We recommend you experience the technology first-hand at a nearby show. Get in touch with a team member to schedule a live demo.

Can I brand the maps?

Yes! Full venue branding capabilities available in the Pointr Maps™ platform using your design guidelines.

Sounds great - how do I get started?

Complete our partnership application [form](#) or contact events@pointr.tech to begin the process

Meet Pointr

Pointr is the **gold standard** for event mapping and wayfinding

Chosen by the largest events in the world to power world-class attendee and exhibitor experiences.

Over 1 million

map sessions at CES®, NRF,
& Davos

1-3 meter

Blue Dot accuracy as
standard

#1 in CES App

Voted the most useful event
app feature by CES® 2025
attendees.

Most recently partnered with:

