

Navigating the Choice Between QR Code & Passive RFID Tracking for Your Event



AMERICAN
TRADESHOW SERVICES

Hosted By



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American Tradeshow Services History & Services

- ATS has supported show organizers since 1998 with a full range of technology-oriented products and services
- These suite of services include online registration, onsite badging technology, attendance tracking and lead retrieval
- Partners with clients who manage events with over 50,000 attendees and 1,500 exhibiting companies
- In 2023 ATS provided service to over 650 events

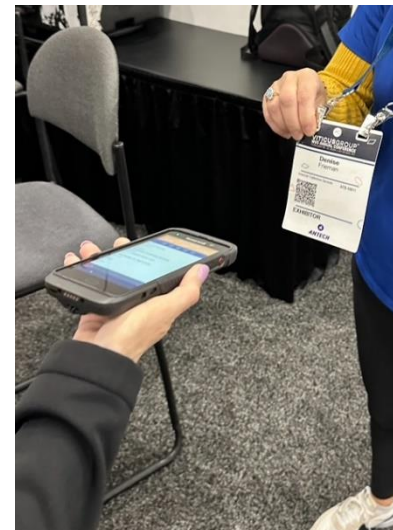
QR Code Scanning

Pros

- Cost efficient
- Control access to certain events, paid sessions, meals
- Easy to generate a QR code

Cons

- Accuracy relies on human interaction
- Dwell time accuracy
- Manual scanning with staff
- Limited range



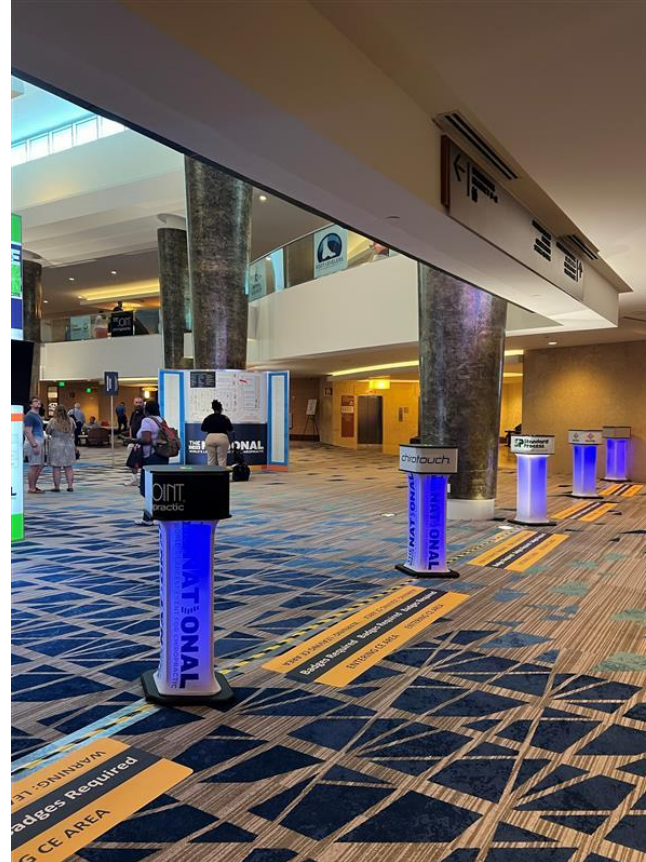
RFID Tracking

Pros

- Automatic tracking
- Dwell time accuracy & reporting
- Long-range detection
- Scalability

Cons

- Cannot control access



Thank you!

Questions?



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