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CADMIUMCD MOBILE EVENT APP LAUNCHES KNOWLEDGE HUNT GAME

APIC first to gamify their conference with new app features

Forest Hill, MD — This year CadmiumCD created Knowledge Hunt, a new scavenger hunt game for the eventScribe® Mobile App. APIC (Association for Professionals in Infection Control and Epidemiology) was the first to gamify their conference using this feature. At their 41st annual conference in Anaheim, CA, attendees were excited to get their apps in hand and run around the trade show floor in search of QR codes to scan and questions to answer.

Fourteen strategic partners in all participated in the Knowledge Hunt games. They posted QR codes at their exhibit hall booth, offering points to attendees could answer tough industry questions. Each day of the conference, new questions were added to the system, compelling attendees to revisit the booths and earn more points.

More points meant better prizes and an increased chance to win the prize raffle. Attendees who attempted all questions with at least 90 percent of their answers correct were entered to win either a gift certificate for registration to the APIC 2015 Conference, gift certificates for subscriptions to the APIC Text Online, or general gift cards ranging from \$100 to \$300.



The APIC 2014 Mobile App.

CadmiumCD often showcases their newest app features at APIC. The Knowledge Hunt was created to engage attendees in a fun, interactive way and is only one eventScribe update featured on the APIC 2014 app.

“Since last year, we’ve made a lot of big changes to the app,” CadmiumCD CTO, Peter Wyatt said. “It’s grown tremendously since APIC 2013, and we continue to improve it every day.”

Audio and text notes on exhibitor profiles, finding booth locations on the floor plan from

an exhibitor profile, indicating which booths attendees have visited on the floor plan, and printing out a one sheet colored map of the exhibitor hall with a list of favorites at the bottom are just some of the benchmarks CadmiumCD hit, says Wyatt.

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ADDITIONAL INFORMATION

Association Benefits of the “Knowledge Hunt”:

- Creates a more engaging and exciting learning environment
- Drives traffic to specific exhibitor / sponsor booths on a daily basis
- Cutting edge technology that puts your conference ahead of the game.

Attendee Benefits of the “Knowledge Hunt”:

- [Continuous education](#)
- Eligible for prizes
- Engaging learning experience

Additional New Features on the APIC 2014 App:

- News – Electronic version of the daily conference news feed and daily photo updates from the conference photographer
- Expo Hub- Features Expo Hall hours, upgraded exhibitor listings and access to the ePosters from the exhibitor area
- Banner Advertising- customizable in-app banner advertising in the ePoster and Presentation sections
- Audio- Poster audio, opening welcome message from conference chairman
- ePosters- QR codes that take you to see abstracts, presenter information and not-taking; browsing more; poster audio

This is the third year APIC has chosen CadmiumCD as the preferred vendor for their native conference proceedings app. The Knowledge Hunt is now available for wide release for any association looking for fun, innovative ways to engage their attendees.