extraa expo

One card. Every lead, captured.

Registration, entry, lead capture and cashless payments, all on one smart card.



Elevate experiences, simplify operations.

What it is

Expo technology on NFC and QR. One smart card runs the whole show.

01

Lead capture

One tap at a stall shares the visitor's profile with the exhibitor.

02

Cashless payments

The same card works as a wallet at stalls and food counters.

03

Live dashboards

One each for organizers, exhibitors and visitors.

04

Visitor rewards

Digital rewards worth ₹3,000+ for every visitor.

Benefits

What each side takes home.

— No physical cards required

Visitors

- Rewards worth ₹3,000+
- A dashboard of every stall's brochures
- An NFC card that doubles as a digital business card

Exhibitors

- Every visitor card, digitised
- Leads in Excel, CRM-ready
- Follow-up on SMS and WhatsApp

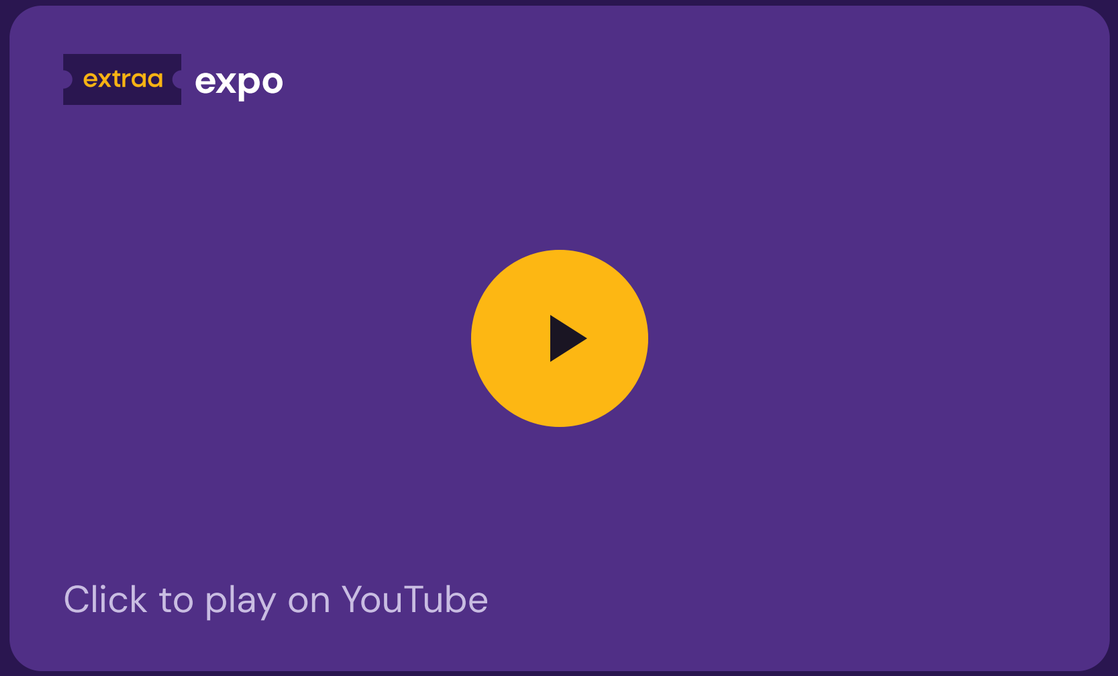
Organizers

- Hassle-free registration
- A permanent dashboard for every expo
- WhatsApp and email from one platform

See it in action

Watch a show run on Extraa.

Full walkthrough	**youtu.be/pV3x1RDa3Ww**
From the expo floor	**Instagram reel**



Registration

Five ways in.

01

WhatsApp

Sign up through our WhatsApp bot.

02

Online

Register through the website.

03

Payment gateway

Secure online payments.

04

On spot

Walk in and register at the venue.

05

APIs and bulk CSV

Third-party APIs and bulk uploads.

Cashless payments

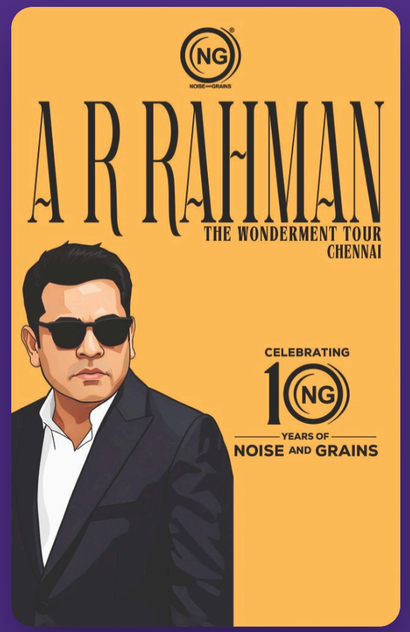
Pay at any stall. No cash needed.

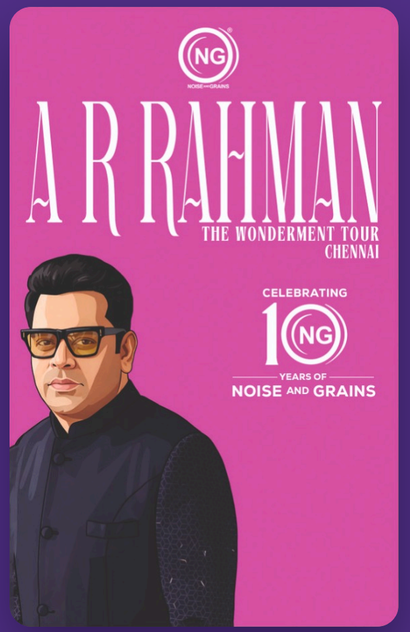
1 Load

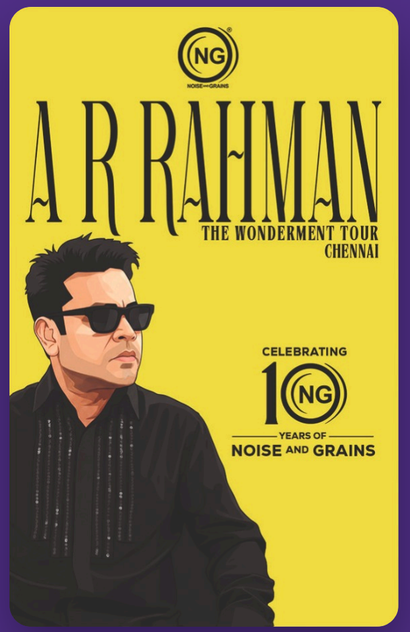
Top up with cash, card or UPI at the counter.

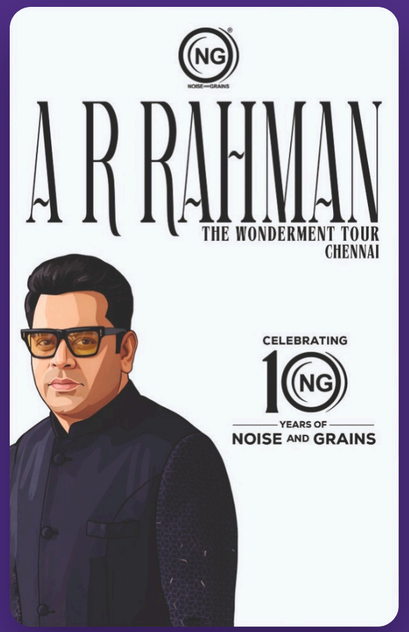
2 Tap

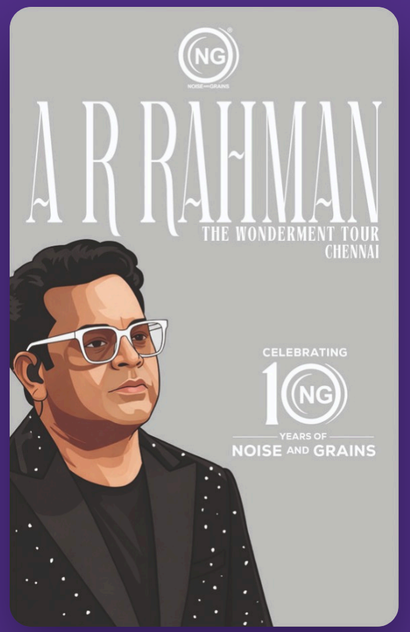
Tap the card at any stall or food counter to pay.











Pricing and packages

Pick the plan that fits your expo.

	Package 1 **Organizer Free** **₹0** No cost to the organizer	Package 2 **Standard Tech** **₹5 – 8 Lakh** One-time technology fee	Package 3 **Premium Tech** **₹10 – 12 Lakh** One-time technology fee
NFC device for exhibitors	₹5,000 / device rental	Covered in tech fee*	Covered in tech fee*
Visitor database	Retained by Extraa	Stays with organizer	Stays with organizer
NFC card branding	Extraa-branded	Organizer-branded	Organizer-branded smart card
Card cost	Included	₹30 per card	₹30 per card
Cards after the event	Collected back at exit	Reuse or gift to visitors	Reuse or gift to visitors
Live badge printing	—	₹4 per visitor	₹4 per visitor
Standalone app and website	—	—	Included

Every package
Dashboards with engagement analytics, end-to-end tech support, machine management. Manpower at actuals.

Add-ons
Non-tearable badge ₹10 · Paper badge ₹5 · Custom lanyard ₹16

*Organizers may pass the NFC device charge on to booth owners. Pricing is indicative and excludes taxes. Add-ons are billed separately.

How it works

Four steps for each side.

Visitors

1 **Register**
Sign up before the expo opens.

2 **Activate**
Scan the card's QR, enter your mobile number.

3 **Tap**
Tap at any stall to share your profile.

4 **Look back**
Every stall you tapped, saved with its catalogue.

Exhibitors

1 **Book**
Fill the form, pay and get your stall number.

2 **Collect**
Pick up your kit and tapper on Day 0.

3 **Capture**
Each visitor tap saves a complete lead.

4 **Follow up**
Message your leads or export them to Excel.

Organizers

1 **Set up forms**
Use your forms or ours. Both sync.

2 **Get the cards**
We bring your branded cards and tappers.

3 **Run the day**
Entry and exit tracked at every gate.

4 **Read the show**
Visitor-to-stall analytics, ready to export.

Event flow

Before, during and after the show.

01

Before

Pre-event

- Event site and master dashboard go live
- Registration forms sent on WhatsApp, mail and SMS
- Payments collected, stalls assigned
- Confirmations with QR, then reminders

02

During

On the floor

- Tappers and NFC cards handed to exhibitors
- Visitor details mapped to cards by OTP or QR
- Entry and exit tracked at access points
- Visitors tap to share details at stalls

03

After

Post-event

- Feedback links and coupons sent out
- Tappers collected, deposits settled
- Dashboards and reports for all three sides
- Data export and debrief

The platform

One system, three dashboards.

Organizers

- Micro sites and custom forms
- Multi-tier ticketing
- WhatsApp, SMS and email hub
- Heatmaps and AI insights
- Payment and ERP integrations
- Real-time QR check-ins

Exhibitors

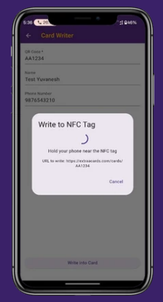
- Tappers, plus a phone app
- Real-time lead dashboard
- Coupons and catalogues
- Mass communication
- A complimentary NFC card

Visitors

- Seamless registration
- A personal dashboard
- Rewards and lucky draws
- A complimentary NFC card

On site

Everything we bring on site.



In-house app



Wired reader



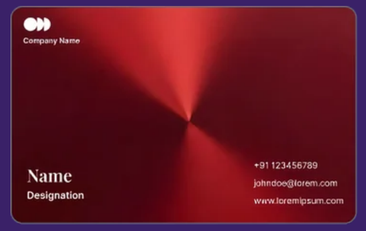
Wireless reader



ID card printer



Lanyards



ID cards



Badges and tags



NFC brochures

Also covered: internet, standees and stickers, volunteers for card mapping and registration, and on-site troubleshooting.

Expo cards

Your show on the front. QR and tap on the back.













The card family

The same card does four more jobs.



Loyalty

Repeat-customer rewards



Employee ID

Workforce identity and access



Membership

Clubs, gyms and communities



Cashless

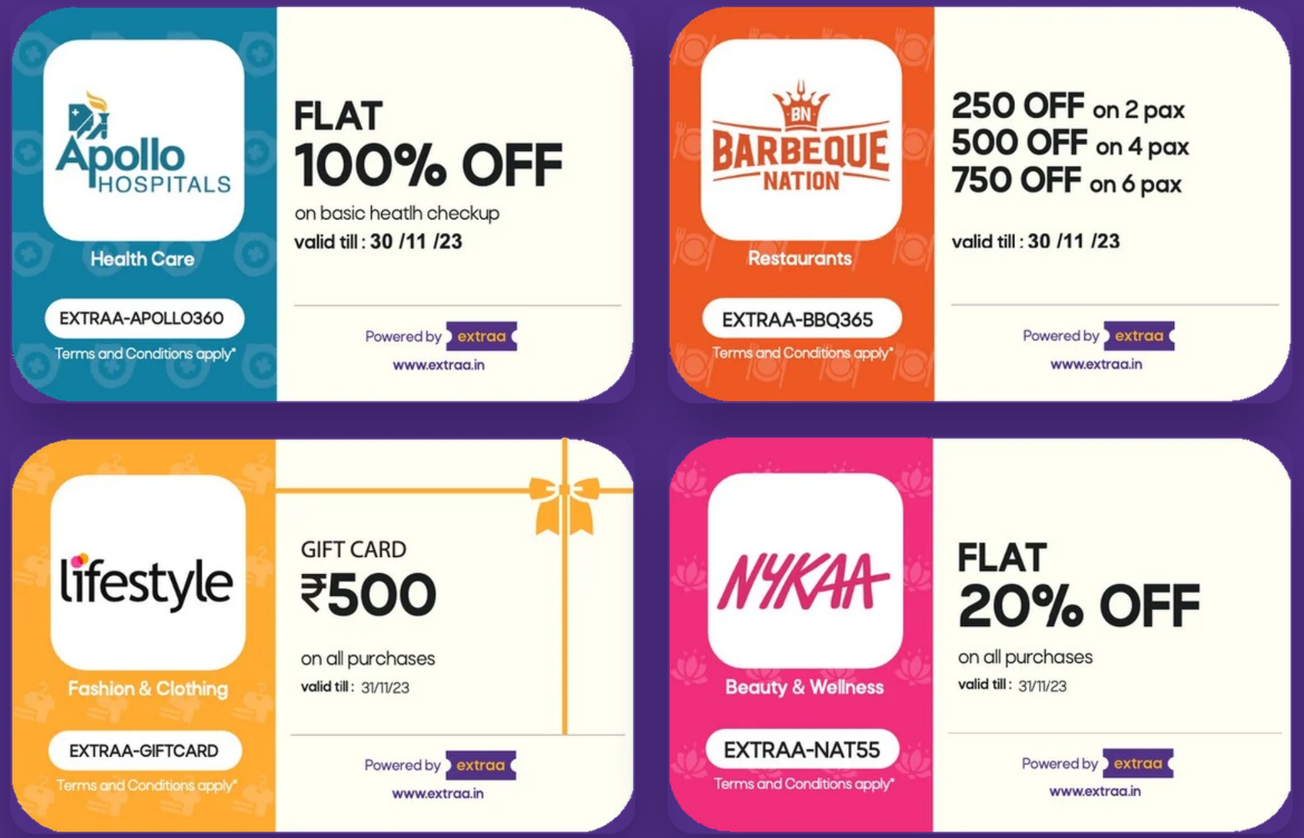
Wallets for stalls and counters

Rewards

₹3,000+

in brand coupons for every visitor.

Sent on WhatsApp after the expo. The same card can also run word games, feedback and lucky draws.



Procurement

Gifting and merchandise, sourced for you.

Apparels	Accessories	Bags and suitcases	Brass items
Crockery and cutlery	Gift sets	Home appliances	Digital gift cards
Drinkware	Electronics	Eco-friendly products	Home furnishing
Gold and silver coins	Food items	Promotional items	Smart ID cards
Stainless steel items	Stationery and tabletop	Trophies and medals	Recognition awards

Customisation and logo printing on everything, delivered door to door. We also build customised rewards and recognition sites.

Why Extraa

Years of experience in events and corporate gifting.

01

Smart operations

Registration to inventory, every step runs on tech.

02

Hassle-free

DIY card linking, instant QR mapping, real-time communication.

03

Reliable and secure

Legal compliance, efficient manpower and top-tier tech.

04

Rewards and perks

Lucky draws, games, networking tools and giveaways.

Our clients

Trusted by leading teams.



extraa expo

Interested in Extraa Expo?

Call

73050 12123

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#onecardmultiplebenefits