



## REGISTRATION/DATA COLLECTION AT&T EXPERIENCE TOUR

AT&T and its event marketing agency USM&P were challenged with developing an interactive strategy to drive and track consumer participation with the various activities within the traveling AT&T Experience Tour exhibit.

They turned to Fullhouse to figure out a way to develop a custom registration and tracking solution.

What we designed was an integrated solution that included electronic consumer registration and tracking,

interactive digital photo and video capture, and editing utilizing green screen technology, instant-win kiosk prize redemption systems, and automated delivery of AT&T branded e-mails.



Custom  
registration  
and tracking  
solution



milwaukee : chicago  
it's in the experience  
800.272.3070 : [fullhouseinteractive.com](http://fullhouseinteractive.com)