

Modernizing Event Navigation with Digital Wayfinding & Mobility

A Vicinia Indoor Maps, Wayfinding & Kiosk Deployment Case Study





Conference & Expo
2025 | LOUISVILLE



1. Executive Summary

Vicinia partnered with the organizers of IPMI 2025 Parking & Mobility Conference & Expo (**IPMI 2025**) and National Facilities Management & Technology Expo (**NFMT 2025**)—two of the largest conferences in the parking, mobility, & facilities management industries—to deliver a comprehensive **digital wayfinding & event navigation solution**. Each event covered over one million square feet of complex conference environments. Attendees historically struggled to navigate multi-level venues with static maps, non-mobile-friendly websites and limited onsite directional support.

Vicinia transformed the experience by deploying:

- Full-venue indoor mapping
- ADA-compliant routing
- Interactive digital kiosks
- Booth-level expo maps with exhibitor info
- Mobile app routing linked to event schedules
- Dynamic announcements, ads, and notifications
- Live updates and last-minute changes
- Analytics for organizers to understand attendee engagement

The results: smoother navigation, increased exhibitor visibility, reduced help-desk demand, enhanced attendee satisfaction, and stronger data intelligence for event operations.



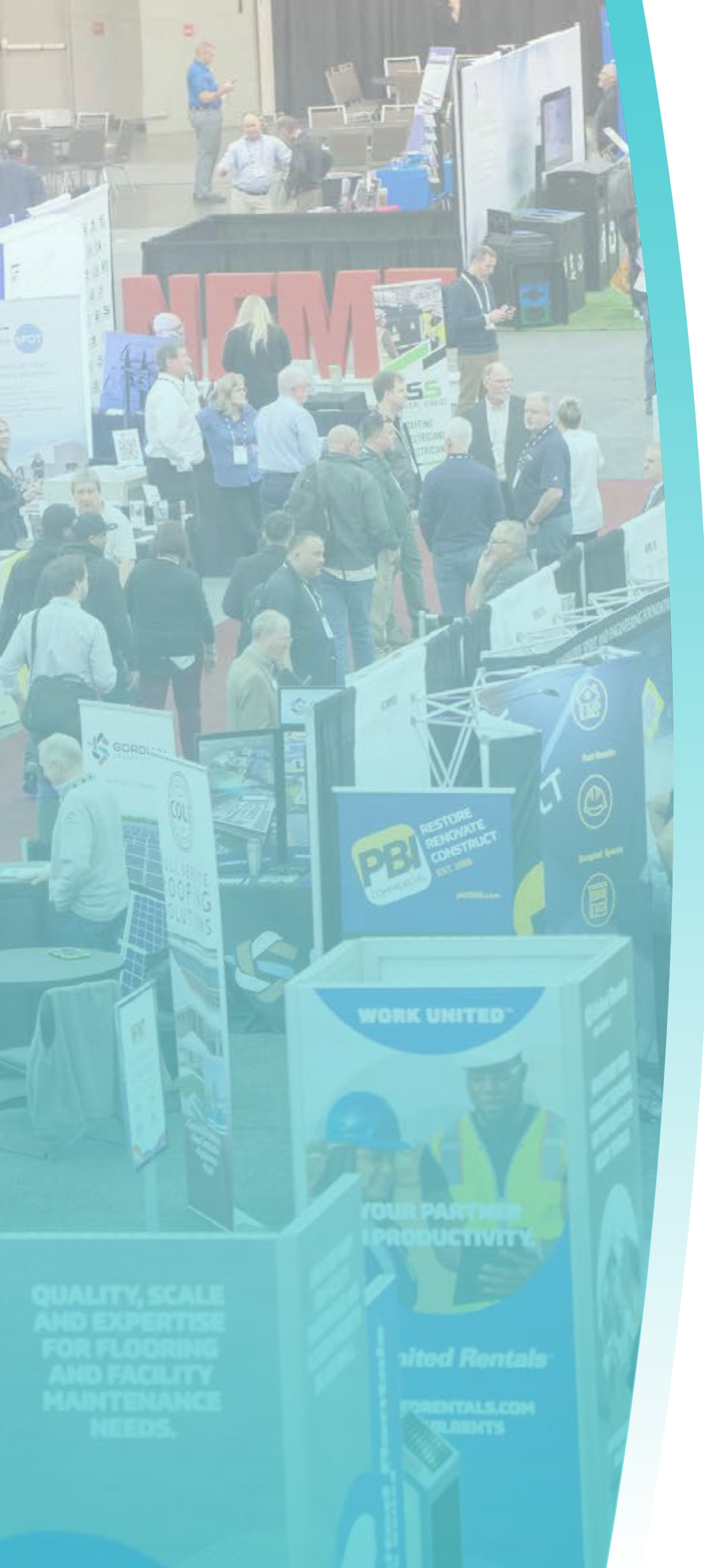
2. Client Background: IPMI 2025 Conference & Expo

Event Overview

- Event: IPMI 2025 Parking & Mobility Conference & Expo
- Venue: Kentucky International Convention Center (KICC), Louisville, KY
- Attendees: ~ 3000
- Exhibitor Capacity: Up to ~ 1,000 booths
- Event Partner: IPMI Management Team
- Event Tech Partner: eShow

Venue Scale

- Total Facility Footprint: ~1.2 million sq ft
- Total Usable Conference Space: ~612,000 sq ft
- Expo Space: ~200,000 sq ft of contiguous exhibit area
- Mapped by Vicinia: 100% of all conference & expo spaces
- Clear, accessible navigation across 1.2M sq ft



3. Client Background: NFMT 2025 Conference & Expo

Event Overview

- **Event:** NFMT 2025 – National Facilities Management & Technology Expo
- **Venue:** Baltimore Convention Center (BCC), Baltimore, MD
- **Attendees:** 2,000 – 3,000+ (historical range)
- **Exhibitors:** 300+
- **Event Partner:** NFMT Management Team
- **Event Tech Partner:** EventMobi/eSHOW

Venue Scale

- **Total Facility Footprint:** ~1.5 million sq ft
- **Total Usable Conference Space:** ~612,000 sq ft
- **Expo Space:** ~200,000 sq ft of contiguous exhibit area
- **Mapped by Vicinia:** 100% of all conference & expo spaces clear, accessible navigation across 1.2M sq ft

4. Challenges

Attendees relied on **static PDF or printed maps** that were difficult to use on mobile devices.

Multi-level venues and large floor plans made navigation confusing and time-consuming.

Hundreds of exhibitor booths lacked visibility and were hard to locate.

Frequent booth, room, and schedule changes could not be distributed in real time.

No **searchable exhibitor or session directory**, making discovery inefficient.

No **ADA-friendly routing**, causing accessibility challenges for some attendees.

Organizers had **no analytics** to understand attendee behavior, foot traffic patterns, or booth interest.



5. Vicinia's Solution

Full-venue indoor mapping of all expo halls, meeting rooms, session spaces, and public areas.

Interactive digital wayfinding kiosks placed strategically across the venue.

Searchable exhibitor directory with booth-level mapping and exhibitor information.

ADA-compliant routing integrated across all floors, elevators, and accessible pathways.

Real-time session listings, speaker bios, announcements, and alerts displayed on kiosks and mobile.

QR-to-mobile routing allowing attendees to continue navigation on their phones.

Mobile app integration with Event Mobi/eSHOW, pulling event schedules, room assignments, & exhibitor data.

Sponsor advertising placements available on kiosks and mobile screens.

Live updates for any exhibitor, room, or schedule change.

Analytics dashboard showing searches, routes, traffic patterns, and top points of interest.



6. Results

- **85% reduction** in help-desk navigation requests across both events.
- **Thousands of routing requests per day**, with 70%+ attendees using QR-to-mobile continuation.
- **20-35% increase** in visibility and foot traffic for top searched exhibitors.
- Attendees reported **dramatically improved navigation** and ease of finding sessions and booths.
- **Real-time schedule updates** eliminated confusion and improved event flow.
- **ADA-friendly routing** improved accessibility and inclusivity for all attendees.
- Organizers gained **significant insights** into attendee behavior through analytics dashboards.

85%

70%

20 to
35%

7. Implemented Vicinia Solutions

Implemented Across Both Events

- Vicinia Indoor Maps
- Vicinia Wayfinding
- Vicinia Kiosks
- Vicinia Compass Mobile
- Vicinia Analytics
- Integration with Event Mobi/eSHOW (sessions, exhibitors, announcements)

Key Features

- Full-facility digital mapping
- Booth-level expo mapping + exhibitor info
- ADA-compliant routing
- QR-to-mobile route continuation
- Session listings integrated with mobile app
- Announcements, ads, & sponsor messaging
- Live updates via cloud
- Full analytics on routes, searches, booth interest

Partners



8. Implementation

Vicinia delivered a fully integrated **Digital Wayfinding + Event Mobility Platform** across both IPMI 2025 and NFMT 2025, following a unified multi-phase deployment approach designed to support large-scale, multi-level conference environments.

Discovery & Data Intake

- Collected full venue floor plans from the **Kentucky International Convention Center** and Baltimore Convention Center administration teams.
- Gathered exhibitor lists, session schedules, speaker information, and amenity layouts from both event management teams.
- Identified optimal kiosk placement zones based on projected foot-traffic patterns at entrances, registration, expo halls, and high-volume intersections.

Full-Venue Digital Mapping

- Created detailed digital twins of each venue, including:
 - Expo halls
 - Breakout rooms
 - General session rooms
 - Lounges and networking spaces
 - Food service and rest areas
 - Elevators, escalators, ADA pathways
 - Hallways, concourses, public areas
- Built **exhibitor-level booth maps** with names, categories, descriptions, and booth numbers.

Wayfinding & Kiosk Deployment

- Installed **Viewsonic digital kiosks** at high-impact points (lobbies, expo entrances, session corridors).
- Activated **interactive wayfinding interfaces** that allowed attendees to select destinations and view step-by-step indoor routing.
- Enabled **dynamic point-to-point directions** to sessions, exhibitors, amenities, speaker areas, lounges, and event services.



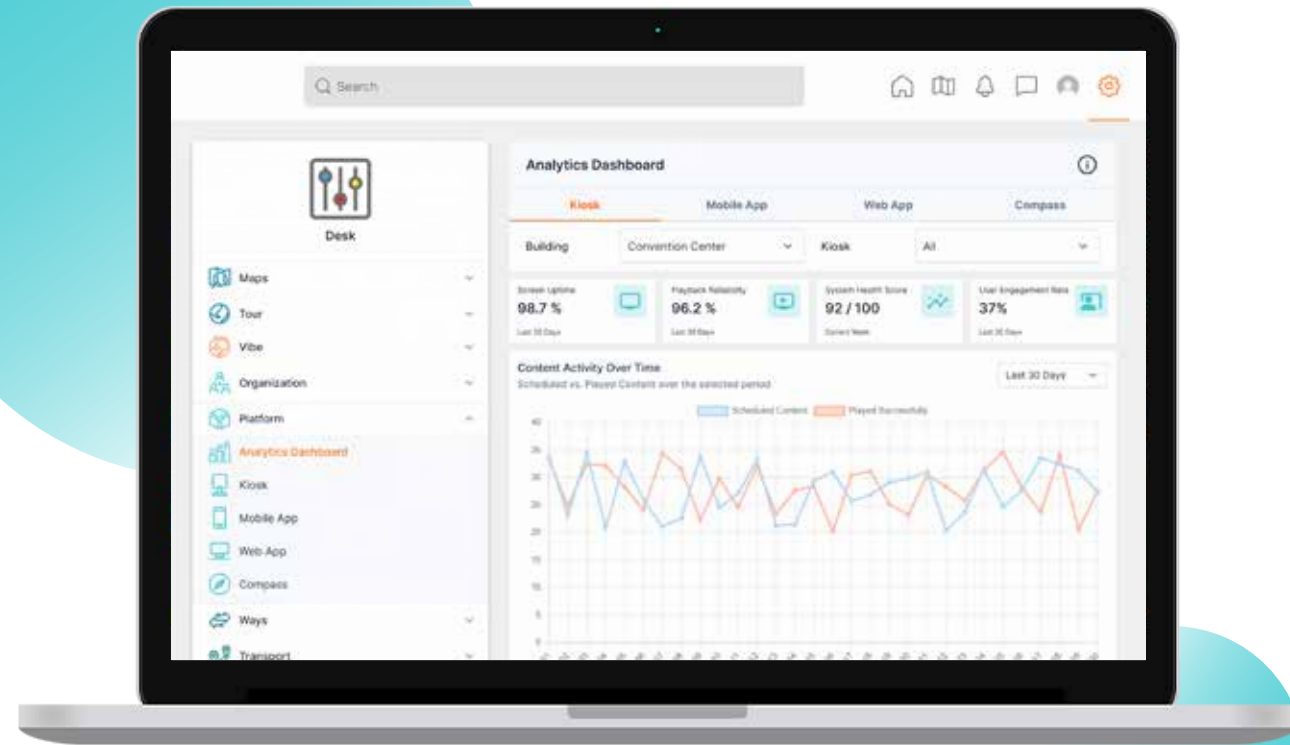
Mobile Integration & QR Routing

- Integrated directly with **Event Mobi/eSHOW** to sync:
 - Full event agenda
 - Session times and room assignments
 - Exhibitor profiles
 - Announcements, ads, and alerts
- Enabled **QR-to-mobile continuation**, allowing attendees to transfer kiosk-selected routes to their phones instantly.
- Ensured **mobile-friendly layouts**, overcoming the limitations of static or non-responsive event websites.

ADA-Compliant Routing

- Configured routing algorithms to prioritize:
 - Elevators
 - Ramps
 - Wide corridors
 - Accessible restrooms
 - ADA-designated seating and session areas
- Ensured both events supported **fully accessible navigation** for all attendees.



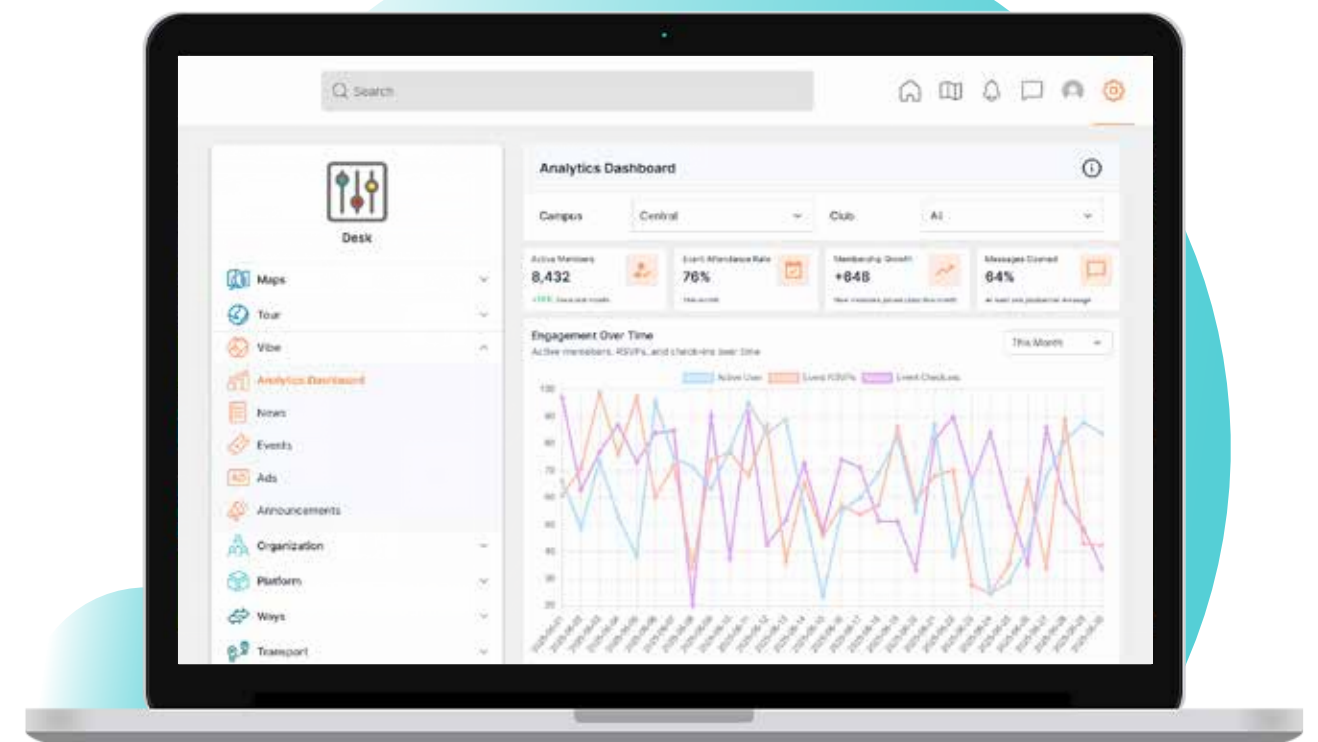


Real-Time Updates

- Provided organizers with tools to update:
 - Exhibitor placements
 - Session rooms
 - Schedule changes
 - Announcements, emergency notices, or sponsor messages
- All updates were propagated **instantly** to kiosks and mobile.

Analytics & Post-Event Insights

- Delivered a live analytics dashboard showing:
 - Top searches
 - Most-routed destinations
 - Booth and session popularity
 - Heatmaps of attendee movement
 - Peak times and traffic patterns
- Enabled organizers to compare activity across days, rooms, exhibitor zones, and major sessions.



9. Lessons Learned & Future Plans

From Vicinia

- Multi-kiosk design maximizes engagement
- Full-facility mapping is essential for large events
- Real-time session updates eliminate attendee confusion
- Sync with the preexisting solutions is necessary to avoid mistakes

From Organizers

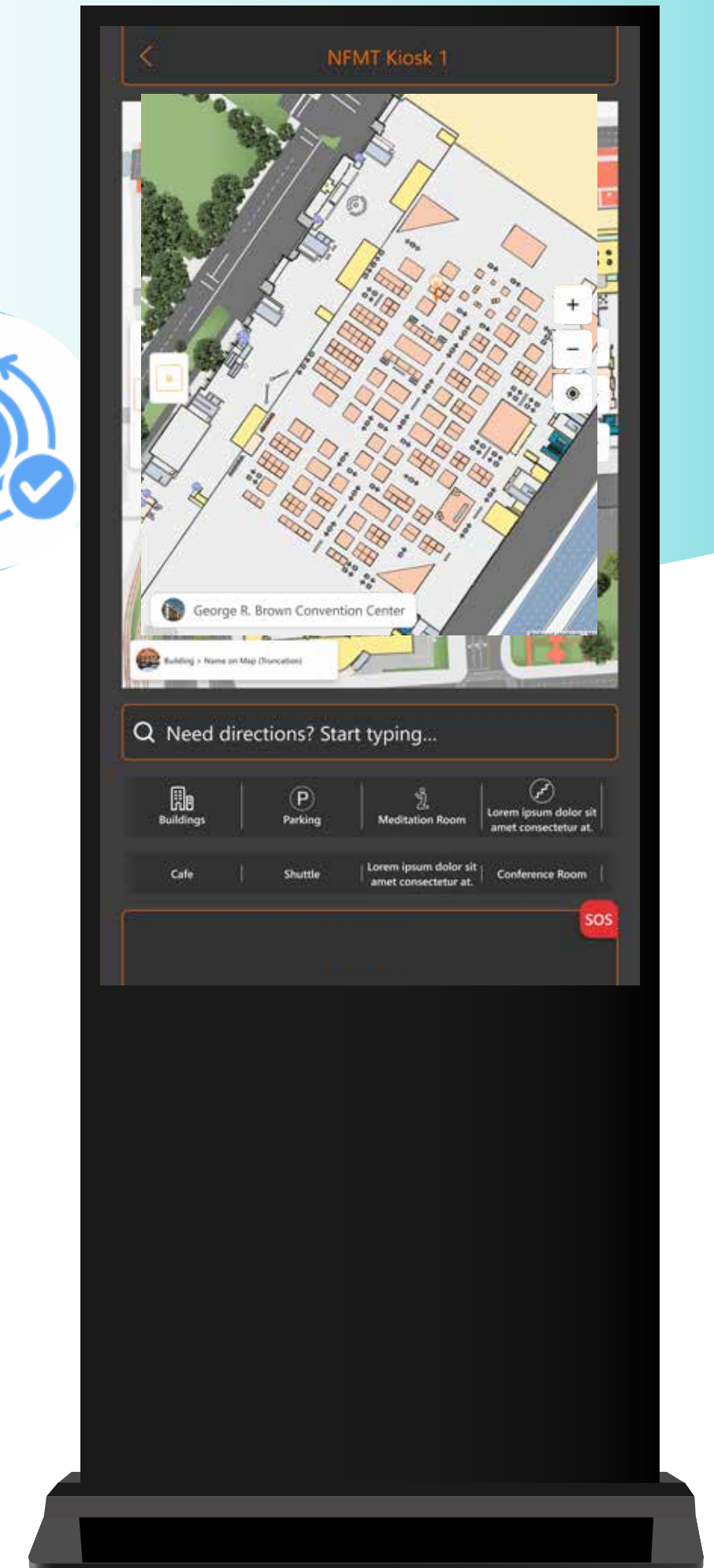
- Help desk load reduction
- Digital maps: helped with reduction of print
- Exhibitors benefited from better discovery
- Analytics influenced planning for future events

From Attendees

- Easy navigation
- Mobile continuation improved convenience
- Session + exhibitor visibility improved

Future Plans

- Adopt Vicinia at additional national events
- Add push notifications
- Expand sponsor advertising
- Introduce personalized attendee routing





Vicinia powers intelligent digital mapping, ADA-compliant routing, wayfinding kiosks, mobile app for discovery and navigation, analytics, and visitor engagement for events, campuses, venues, and cities.

Book a Demo

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