



Feb. 17, 2022

Iola Car Show Selects 123iMP For Advance and At-Event Ticketing

System ready to revolutionize trade, consumer shows

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Franklin, Wis. – 123iMP, the most comprehensive, turnkey system for ticketing, data collection and instant on-site engagement at trade and consumer shows, has been chosen by the [Iola Car Show](#) to provide ticketing services for the 2022 event.

[123iMP](#), a service of Interactive Marketing Promotions, will begin handling online orders Saturday when the show offers one- and three-day passes for 50 percent off, for 50 hours. The Iola Car Show, July 7-9, [celebrates its 50th anniversary in 2022](#).

[123iMP](#) managed a portion of ticketing at the 2021 Iola Car Show. The system, which uses QR codes to simplify admission, will handle all ticketing in 2022. The event annually draws more than 100,000 attendees.

The Iola Car Show is the latest event to utilize the revolutionary services offered by 123iMP for trade and consumer shows. 123iMP, and its component parts, have been [used at events across the U.S.](#) to provide seamless ticketing, prize management and information gathering for attendees and exhibitors.

The advantages of 123iMP are many, for everyone involved in shows:

- Attendees are provided personal, two-way QR codes when purchasing admission tickets. The codes, stored on phones, are used for admission, to register to win prizes, and to request instant information from exhibitors.
- Exhibitors are provided unique QR codes for their displays, and gather contact information when attendees scan them seeking information. They can offer prizes and other incentives to encourage interactions.
- Show producers realize tremendous labor and materials savings by using 123iMP. They see real-time attendance tracking as QR codes are scanned, spot data trends on popular exhibitors, and collect contact and demographic information on attendees.

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“123iMP represents the future of how consumer and trade shows will operate,” said Bob Kames, a co-creator of 123iMP. “The expense and delays of paper tickets will be greatly reduced or perhaps eliminated in the near future. Attendees won’t have to lug around bags of brochures and catalogs, nor fill out forms to enter prize drawings. Show producers and exhibitors get contactless lead generation, with amazingly accurate data on who’s visiting the event, and how to follow up with them.”

123iMP helps events run smarter, and generate greater ROI for all involved, by “reducing the friction.” More information is available by calling (414) 698-4027 or visiting www.123imp.com.