

TRADESHOW & EVENT SECURITY

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of existing security cameras. Alert box areas and virtual trip wires can be added to camera surveillance to trip when, for instance, someone loiters too long near a restricted doorway.

At the company's headquarters in southwest Las Vegas there are many examples of security setups. One demonstration shows a virtual line on the top of a fence. On the video, if a person climbs over the fence and breaks the line, the border of the view screen will turn red. All a security monitor has to do is watch for red borders to find out when someone has trespassed or participated in some sort of suspicious behavior.

Facial Recognition Kiosks

Facial recognition could also be connected to law enforcement databases, allowing security to know when a potential bad actor is on the premises. Technovation Solutions has facial recognition kiosks and readers that can be used to greet staff members by name at a door and unlock doors that they have permission to enter.

Similarly, facial recognition units can be placed in VIP areas or check-in areas to greet guests and provide information for them. The company has a wide range of options that can be integrated into a system. Each business can decide how simple or how robust they want their system.

"There are clearly privacy issues and each company has to look into how comfortable they are with the system," McGregor says. "Everybody has to make their decision based on their own risk management and legal perspectives."

Expocad's Event Location Interactive (ELI)

The staff of Expocad (Exhibitor Marketing & Accurate Floorplan Management software), the widely used mapping program for tradeshows, has just released ELI, which stands for Event Location Interactive. The tool allows users to actively track and report trouble to an interactive detailed map of an event that is only available to those given access by the event staff.



The creation of ELI was driven not by the Oct. 1 incident, but rather by the 2017 Congressional baseball shooting three and a half months earlier. A crazed gunman shot House Majority Whip Steve Scalise while he was practicing for the annual charity Congressional baseball game. The gunman was then involved in a ten-minute stand off and gunfight with law enforcement before he was killed. What stood out to the Expocad staff was that a tactical squad from the Capitol Police Containment and Emergency Response Team was mistakenly directed to Nancy Pelosi's house, delaying their arrival at the actual active shooter event.

"It sure would have been nice for the authorities to know exactly where the shooter was at," says Rich Stone, CEO of ACT Inc./Infocad. "We have leveraged our location-based knowledge and automation expertise into a tool for smartphones—a new and innovative tool to manage the unthinkable."

Since the majority of shows are laid out using the company's software, for the most part ELI adds an interactive security tool with ease. The program allows the organizer of any event, indoor or outdoor, to add the interactive map and make it available to only those who need it. As an example, Stone cites the possibility of a medical emergency in a large booth at a large tradeshow. With ELI,

the person in need of assistance could be quickly marked on the map for paramedics to find, saving vital minutes of searching the tradeshow floor and then finding the right part of the booth.

"Those minutes could mean the difference between life and death," Stone explains, adding that, "it's very easy to use. The Department of Homeland Security is very excited about it. We are in process for Dept. of Homeland Security approval and patent application."

ELI is not an app; it is a mobile website that can be used on any device by anyone with the password. The designers decided not to make it open to the public lest a bad actor makes use of it. In an active shooter situation, the soundless website could lead people away from the active situation, as those near the shooter mark the location as they move away. Currently the company is scaling the cost of ELI to the size of the event. "I hope that ELI is never used but if it is needed, it will be invaluable," says Stone. ☎

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EXPOCAD®'s Event Security Tool



Technology for Location Based Security by EXPOCAD

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