

EXPERIENTIAL TECHNOLOGY

# THE EVENT TECH EXPERT

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I turn ambitious ideas into working experiences.

BANGALORE · AVAILABLE GLOBALLY · [THEEVENTTECHEXPERT.COM](https://theeventtechexpert.com)

## AGENDA

# WHAT WE'LL COVER

1. The problem on the floor
2. Who I am / how I partner
3. What I do
4. How ideas become live
5. Proof — congresses & selected work
6. Measurement after the booth closes
7. Ways to work & next step

# BUSY FLOORS DON'T WAIT FOR PERFECT DEMOS.

Visitors have seconds. Staff are mid-conversation. Decks die. Hardware is imperfect. Opening day still has to work.

Short attention

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Unattended use

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Real venue constraints



# THE GAP BETWEEN IDEA AND BUILD

Can we actually build this?

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What should it run on?

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How do we prototype it quickly?

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Can it work offline at the venue?

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How do we deploy it on event day?

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What happens when the client wants a change?





PERSPECTIVE

# AMBITIOUS IDEAS → FLOOR-READY EXPERIENCES.

I work where creative concepts, interactive technology, and technical delivery meet — for exhibitions, events, presentations, immersive environments, and digital platforms.

Expert in AI & interactive tech for trade shows, congresses, and live events.

AUDIENCE

# BUILT FOR TEAMS WHO SHIP LIVE.

AGENCIES & EXHIBITION PRODUCERS

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BRAND / PRODUCT MARKETING TEAMS

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HEALTHCARE & INDUSTRIAL EXHIBITORS

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ANYONE WHO NEEDS WHITE-LABEL TECHNICAL DEPTH

THE ENGAGEMENT GAP

# WHEN THE IDEA NEEDS MORE THAN A STANDARD BUILD.

01

## THE AMBITION

what the audience should feel

02

## THE GAP

story, screens, timing, booth, live conditions

03

## WHERE I FIT

ambitious and still buildable, from feasibility to opening morning

Not another vendor on the deck — a floor-minded partner who stays until it works in front of real people.

# HOW THE PARTNERSHIP FEELS

## BEFORE THE BUILD

pressure-test early; avoid expensive surprises

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## INSIDE THE PARTNERSHIP

white-label; calm under client scrutiny

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## OPENING DAY

staging, rehearsal, live support from the same hands that built it

One partner from the first concept conversation to opening day.



A TECHNICAL BRAIN

# A TECHNICAL BRAIN WITHOUT ANOTHER HIRE

## THINK

- Feasibility
- Architecture
- Estimation

## BUILD

- Prototype
- Interactive
- Immersive
- AI

## INTEGRATE

- Data
- Content
- Hardware
- Existing suppliers

## DELIVER

- QA
- Offline deployment
- Kiosk prep
- Event readiness

Works alongside your creative, production and development teams, or as a white-label partner.

## CAPABILITIES

# FROM IDEA TO DEPLOYMENT.

01

**TECHNICAL STRATEGY**

Make the big idea buildable  
before money is committed

02

**INTERACTIVE EXPERIENCES**

Guests can use it when the  
booth is busy

03

**IMMERSIVE**

Step into the story, not another  
deck

04

**AI EXPERIENCES**

Useful on the floor, including  
offline when privacy matters

05

**TECHNICAL DELIVERY**

Live-ready when the room fills

06

**ANALYTICS & MEASUREMENT**

Know what happened after lights  
down

# <sup>11</sup>CLARITY BEFORE BUILD. PRESENCE ON THE FLOOR.

## STRATEGY

A plan you can brief, price, and move on

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## INTERACTIVE

Self-serve journeys without a guide at every screen

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## IMMERSIVE

Memorable spatial stories for exhibitions and sales rooms



# INTELLIGENCE. RELIABILITY. PROOF.

## AI

Helpful during the event — not only in rehearsal

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## DELIVERY

Staged, checked, backed on site

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## ANALYTICS

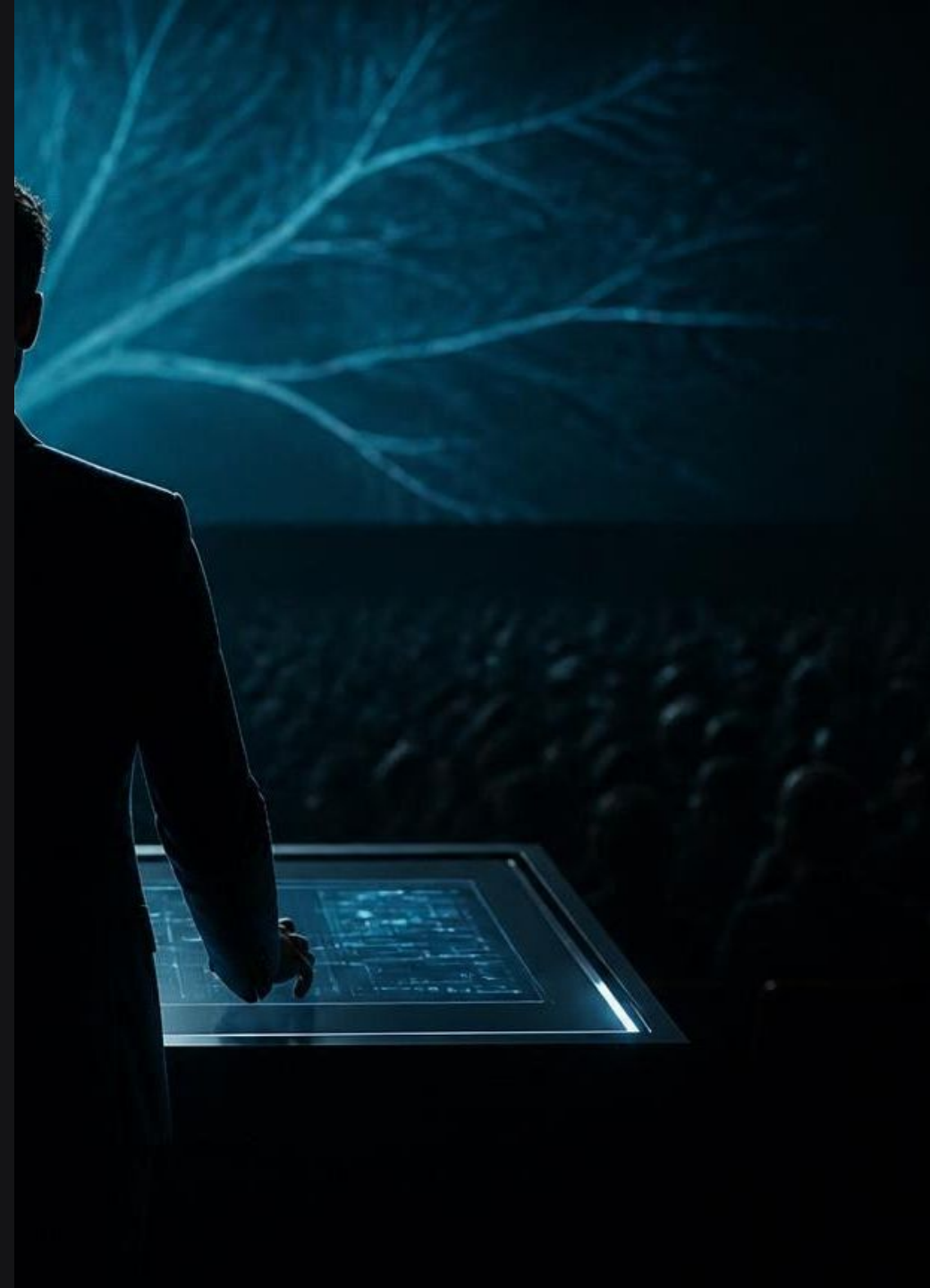
Stakeholder-ready insight, not “it felt busy”



# WHEN A PRESENTATION BECOMES AN EXPERIENCE

Interactive presentations that respond to the room.

- Branching content that follows the visitor
- Quizzes and product demos
- Audience-driven flows
- Built on tools the client already owns
- Trusted by AV teams; runs reliably on event hardware



# OFFLINE AI FOR PRIVACY- SENSITIVE FLOORS

AI that runs entirely offline. No internet dependency, no cloud data transfer.

- Offline exhibition knowledge kiosk
- Product information assistant
- Healthcare education
- Delegate interaction

Prototype and demonstration. Production healthcare use requires appropriate validation and governance.



FROM EXPERIENCE TO KIOSK

# FROM EXPERIENCE TO EVENT- READY KIOSK

The experience

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Interactive content

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Standalone export for Windows and macOS

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Exhibition kiosk

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Kiosk hardware prep, offline deployment, QA.

THE EXPERIENCE HAS TO WORK ON THE DAY



## APPROACH

# THE PATH FROM CONCEPT TO LIVE.

01

## CREATIVE CONCEPT

Start with the  
audience  
moment

02

## EXPERIENCE DESIGN

Make the  
journey obvious

03

## INTERACTIVE TECHNOLOGY

Build what  
people walk up  
to

04

## 3D / WEB / AI

Add depth only  
when it helps

05

## HARDWARE / INTEGRATION

Make the room  
cooperate

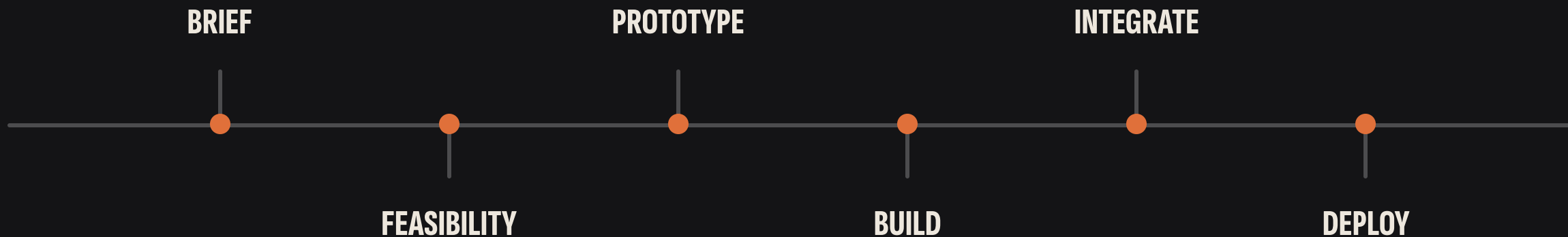
06

## DEPLOYMENT

Go live without  
drama

EXECUTION FRAMEWORK

# A CLEAR PATH TO OPENING DAY.



Creative ambition first. Constraints early. Smallest convincing prototype. Then production, hardware, and real-world staging.

CONGRESS PROOF

# BUILT FOR ROOMS THAT DON'T FORGIVE WEAK DELIVERY.

RSNA · CES · InnoTrans · AAPM · HIMSS · HIMSS Global · ACC ·  
ESC · HCE · KCR · ERS · HRS · OHBM · ATS · ISMRM

VIRTUAL TOUR

PRESENTATION

TREASURE HUNT

LIVE Q&A

AI KIOSK

Delivered for confidential client brands exhibiting at these events. Client names withheld under NDA.

## PORTFOLIO

# SELECTED WORK — HEALTHCARE FLOORS

INTERACTIVE POWERPOINT

QNA

TREASURE HUNT

AI KIOSK

RSNA Self-Guided Product Pathway —  
Walk-up radiology journey for short  
visits

AAPM Interactive Product  
Presentation — Live specialist demos,  
not a static deck

ACC Live Q&A — Turn passive  
watching into participation

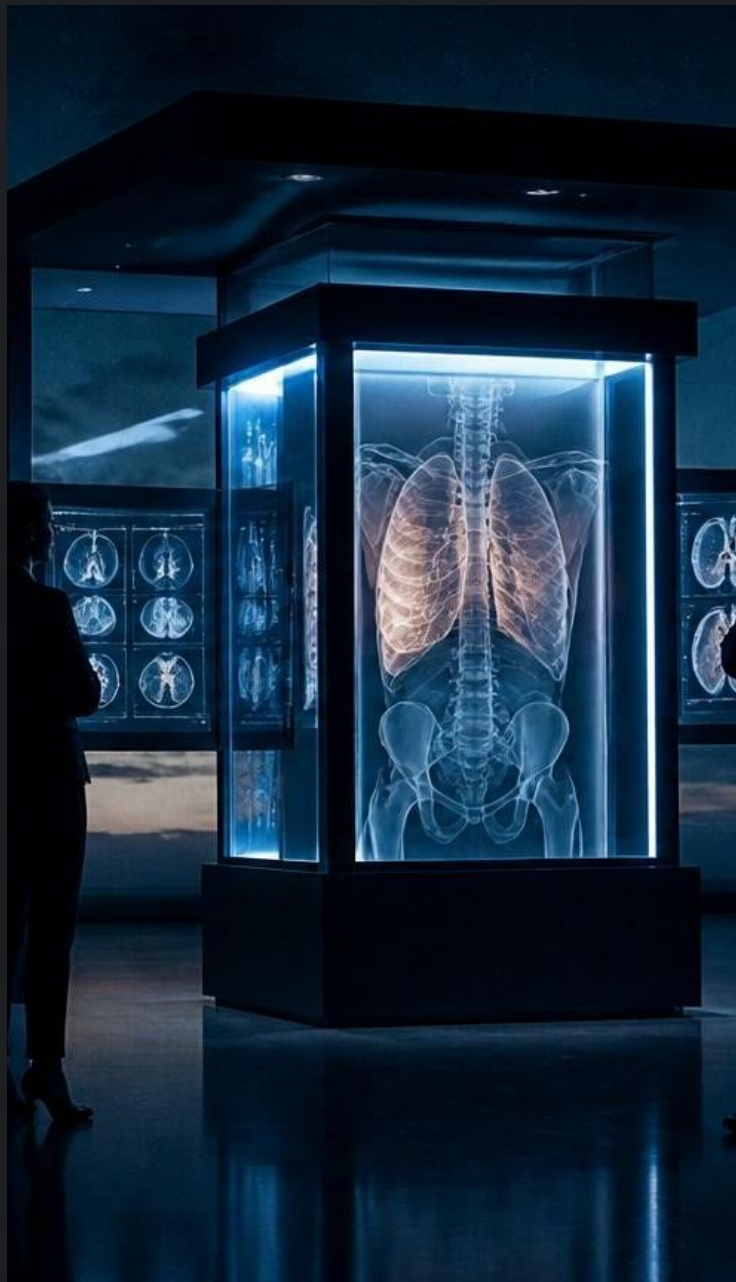
ERS Virtual Tour — Hotspot-led  
respiratory exploration

ESC Dynamic Presentation —  
Branching stories for short attention

HIMSS AI Kiosk — Voice/text answers  
without waiting for staff

HIMSS Global / HCE Showcases —  
Self-guided product explorers

ISMRM 360° Sales Enabler · KCR  
Medical 3D · Cardiology Pathway  
Explorer · Air-Gapped Healthcare AI





PORTFOLIO

# SELECTED WORK — BROADER FLOORS & PLATFORMS

CES Treasure Hunt — Playful booth journey with measurable completion

InnoTrans 3D Product Display — Complex rail systems made understandable

Virtual Tour Platform · Interactive Presentation & Slider System — reusable systems with measurement

Remote-Assisted Demo Suite — remote specialist drives the same story

Cultural Heritage Immersive Gallery · Industrial B2B Configurator · Real Estate Virtual Showroom · CV Gesture Photo Booth

BEYOND HEALTHCARE

# BEYOND HEALTHCARE: 3D PRODUCT STORYTELLING

## RAIL & INDUSTRIAL

- Virtual product exploration
- Remote B2B demos
- Sales enablement
- Technical training

## HOME & CONSUMER

- Immersive walkthroughs
- Product configuration
- Spatial planning

EXPLORE · UNDERSTAND · DECIDE

## CASE STRUCTURE

# EVERY ENGAGEMENT TELLS A FULL STORY.

01 Situation

02 What we built

03 Goal

04 Teams involved

05 Challenges

06 On the floor

07 Where I came in

08 End result

09 Approach

10 Final thought

Client confidential. Delivered for brands presenting at that context.

ANALYTICS & INSIGHT

# WHEN THE FLOOR GOES QUIET, THE STORY SHOULD STILL BE CLEAR.

Proof of what visitors did — tours, presentations, kiosks, live Q&A — not a debrief by memory.

LIVE EXPERIENCES MEASURED

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CLEAN CAPTURE / TAGGING LAYER

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REPORTING TEAMS CAN OPEN AFTER THE SHOW (LOOKER STUDIO & MORE)

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EXPERIENCES CONNECT TO DATA, DASHBOARDS AND CRM, FEEDING BACK INTO THE CLIENT ECOSYSTEM

# EXPERIENCE ACROSS COMPLEX ENVIRONMENTS.

|            |                |                     |
|------------|----------------|---------------------|
| HEALTHCARE | TRANSPORTATION | EXHIBITIONS         |
| CONGRESSES | REAL ESTATE    | INDUSTRIAL          |
| CONSUMER   | B2B            | CULTURAL / HERITAGE |

## ENGAGEMENT MODELS

# HAVE AN AMBITIOUS EXPERIENCE IN MIND?

## 01 PROJECT

**BUILD FROM PROTOTYPE TO DEPLOYMENT**

Discuss a Project

## 02 TECHNICAL CONSULTING

**PRESSURE-TEST FEASIBILITY & ARCHITECTURE**

Pressure-Test an Idea

## 03 AGENCY PARTNERSHIP

**WHITE-LABEL TECHNICAL BRAIN**

Let's Collaborate

## 04 TECHNICAL LEADERSHIP

**LEAD THE TECHNICAL SIDE END-TO-END**

Start a Conversation

## 05 ON-DEMAND CAPACITY

**ADD TECHNICAL CAPACITY WHEN YOU NEED IT, WITH WHITE-LABEL DELIVERY**

Scale the Team

NEXT STEPS

# EASY WAYS TO START

| FORMAT                     | TIME   | INVESTMENT | SCOPE                       |
|----------------------------|--------|------------|-----------------------------|
| <b>Intro call</b>          | 15 min | free       | fit conversation            |
| <b>Project discovery</b>   | 30 min | free       | scope & next steps          |
| <b>Technical consult</b>   | 45 min | paid       | one stuck decision          |
| <b>Technical deep-dive</b> | 90 min | paid       | structured deep questioning |

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THE VALUE

# WHAT YOU GET THAT A STANDARD BUILD DOESN'T.

Feasibility before spend

Experiences that run unattended on real floors

Immersive / AI only when it earns its place

Faster from idea to working prototype

Technical depth for client proposals

Same partner through go-live

Measurement you can take back to stakeholders

NDA-safe proof across major congress  
environments

CONTACT & BOOKING

# LET'S MAKE IT WORK ON THE FLOOR.

The Event Tech Expert · Mohd Ausaf

Book a call → [cal.com/ausaf-creative-technologist](https://cal.com/ausaf-creative-technologist)

Website → [theeventtechexpert.com](https://theeventtechexpert.com)

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