

VISITOR DATA MANAGEMENT SYSTEM AND METHOD THEREOF

ABSTRACT OF THE INVENTION

A visitor data management system and method thereof provides for real-time collecting and sorting of visitor data according to the visits of a visitor to individual booths of an event such as a fair, exhibition, convention, specialty exhibition or the like, and supplying the data thus obtained to a booth operator participating in the event. The system includes a visitor identification medium, preferably, an RF smart card, supplied to the visitor and bearing recorded visitor data, an RF smart card reader installed at each booth to read the visitor data, a host computer for processing the visitor data and data corresponding to the respective booths based on the visitor data input from the RF smart card readers, and an apparatus for transmitting the visitor data to each of the booths. Statistics on the attendance status of all event visitors can be recorded by the exact date and time and the corresponding booth, freeing booth operators from laborious record keeping.

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