

# FandomConnect™



**Connect Page**  
 Sponsor logo or  
 Venue logo placement

**Splash Page**  
 Data Collection,  
 Terms & Conditions

**Sponsor Page**  
 Redirection can be  
 made to any URL

FandomConnect™ helps brands enhance the guest experience, gain valuable insights, promote their business and drive revenue through targeted sponsorships and advertising over a custom Wi-Fi network.

Through powerful insights and data, this live engagement platform connects sponsors and advertisers to hyper-targeted, engaged guests by optimizing guest spend and maximizing revenues.

**Connect. Engage. Analyze. Monetize.**

## Our Solution



Management portal



Real-time dashboard



Reporting



24 hour support



Guest policy management



Conference management



PMS integration optional module

“The FandomConnect™ platform has helped the Sands Expo make real time analytical decisions about guest behavior, allowing us to leverage those insights for multiple levels of monetization. We are incredibly pleased with the accessibility and performance of FandomConnect™ and we look forward to extend this offering more broadly to our clients!”

**Justin Herrman**  
 Executive Director of Technology, Sands Expo and Convention Center



Troika Services is a performance data and intelligence company that translates quantifiable metrics into actionable insights, empowering businesses to connect with consumers, enhance engagement and optimize brand performance.