

MITYLITE

The Secret to Booking More Events

How to make your facility more appealing to get more bookings



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Introduction

What You Will Learn in this E-Book

What's the one thing you can do to build trust with your customers? Eliminate anxiety.

According to [Event Manager](#), portable charging stations have become an event "must-have." Providing charging stations can help build trust between brands and their customers at conventions, trade shows, and many other business events.

Why is this the case? And how can you use this knowledge to increase bookings at your facility?

That's what you will learn in this E-Book.



Section 1

Why Your Customers Need More Access to Power


**Your customers are addicted to their devices.
Build trust by giving them what they need most.**

Offering Wi-Fi is important, but nearly every property has free Wi-Fi. On the other hand, having portable charging stations throughout your facility will put you ahead of the competition.

Why? Because low-battery anxiety is a thing—in a big way!

According to sources like the [Wallstreet Journal](#) and [WIRED](#), the more people come to rely on their mobile devices, the more prevalent this anxiety becomes. In some cases, the condition manifests into a full-blown anxiety disorder known as [Nomophobia](#).

You can vastly improve customer experience by having portable charging stations not only in the places where people work, but where they play, such as restaurants and bars.



One of the most anxiety-inducing scenarios:
Being forced to choose between networking or protecting your phone while it's plugged into some out-of-the-way outlet.



Charged Devices Means Free Advertising

Providing portable charging stations throughout your facility eases the anxiety of mobile-dependent customers, leading to better reviews, improved company reputation, and increased revenue.

Not to mention all the free advertising companies get when customers can use their devices (with fully charged batteries) to check-in and post great photos and reviews to social media platforms.

As more customers use social media and apps to interact with companies, all that data can be used to create better experiences for them—and better marketing efforts to benefit your business. That's one more reason to help them keep those devices up and running.

Keep Employee Devices Charged

Having charging stations throughout your facility will not only make customers happy, but it will also help your employees do their jobs. These days, employees rely on their devices to access customer information and provide valuable suggestions regarding services, shopping, dining, and entertainment.

What Successful Retailers Know

Smart retailers provide charging stations throughout their stores. That's because 75% of customers use their phones to make purchasing decisions. [Forbes](#) reports having secure charging locations prompts customers to stay twice as long and purchase more—on average 50% more transactions!

Section 2

Knowledge is Power!

Understanding Americans & Their Phones

The way smartphones impact how your customers travel, work, & play

People carry an average of **3** devices with them as they move through their workday

95%

own a cellphone

77%

own a smartphone

70% of email campaigns are opened on mobile devices

75% of all travelers and **83%** of millennial travelers refuse to leave home without their smartphone

70%

do research on phones

37%

book flights and accommodations on phones

33%

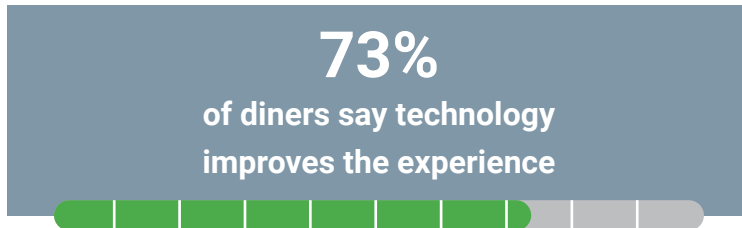
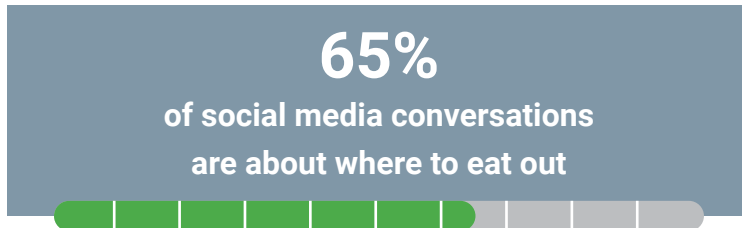
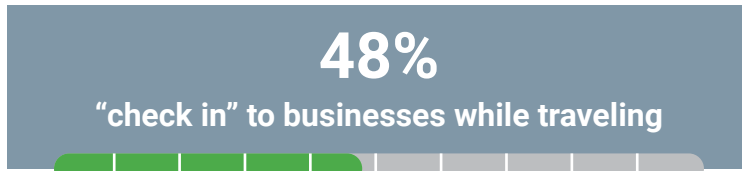
use mobile devices to book hotel rooms

51%

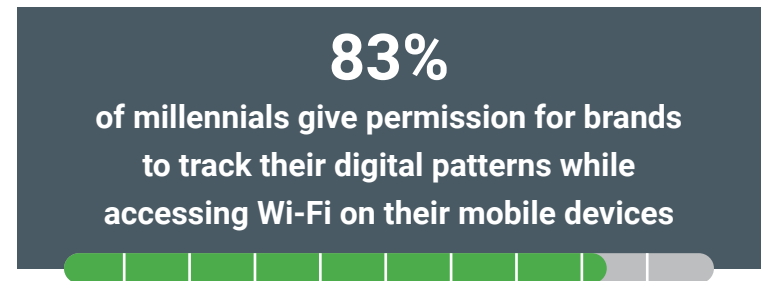
use text or messaging to get in touch with a travel or hospitality provider

72%

post vacation photos on social media while still on vacation



It's imperative to give customers access to Wi-Fi and charging stations



Let's keep them charged!

Sources:

[Pew Research Center](#), Hotel Speak, [Travel and Hospitality Mobile Marketing Trends 2018](#)

The Balance Small Business, [10 Millennial Restaurant Dining Trends](#), Toast, [60+ Restaurant Industry Statistics for Restaurant Owners in 2019](#), Hospitality Technology, [Mobilizing the Hotel](#)

Section 3

Why Portable Charging Tables Have Strong ROI

See how you could save money & earn additional revenue

Based on a recent marketing questionnaire, MityLite found that our business partners could benefit from offering their customers portable charging tables.



Here's a sample case study based on the results.

Hotel Mighty Easy gets an average of 4–5 requests per month for charging tables at business meetings and events that host an average of 300 people. This is a particularly popular request from customers in the tech industry.

Current Plan

Hotel Mighty Easy upcharges customers to have charging tables at events between \$800 and \$1,000 per event.

For each event, Hotel Mighty Easy must hire a local audio-visual company to set up the room for power which includes a power box and running cords to the tables. It takes about 4 hours for two employees to set up the room at \$35 per hour per employee. The material cost averages \$10 per power strip and \$250 for the power box, plus extension cords.

With an average of 4 people per table at an event for 300+ people, it will require 80–100 tables with power.

Approximate cost for labor: \$930



A Better Solution

With portable charging tables, two regular employees can set up tables for the event in two hours or less. That's at an average of \$20 per hour per employee.

Approximate cost for labor: \$80

This new solution will:

- ✓ Reduce your cost by 70%
- ✓ Increase your profit by 20%
- ✓ Earn \$920 per event instead of \$70

Calculate the ROI for Your Property

How many times per month do customers request charging table options for events?

How many tables do you typically have at these events?

How much do you up-charge customers per table for adding power options?

Are there any additional charges for customers that relate to power (ex: power drop)?

How much time does it take to set up the power options for each event?

How many people does it typically take to set up power at these events?

How much do these employees charge per hour?



Customer Upcharge Per Event

\$

–

Setup Cost Per Event

\$

= Total Profit Per Event

\$

The BEST Solution: Functional Charging Stations



Portable Charging Station

Eyesore charging station that looks inconvenient and ugly versus our beautiful charging tables



Portable Charging Table

Perfect for business meetings or social events, portable charging tables are attractive, functional, and easy to store.

Section 4

MityLite Portable Charging Solutions

More business professionals are starting to travel. Is your property ready?

Make your events unstoppable by providing your guests with the power they need to work in any space.

MityLite offers several tables with an integrated power option that feature an attractive linenless surface while offering your guests the ability to charge their devices. Our options include communal, presentation, conference room, and cocktail tables.

Best of all, the tables are portable and easy to move, set up, take down, and store. So, you can place them anywhere they're needed.

Learn more about our [POWER OPTIONS](#).



Reveal Duo Table

This linenless table gives your guests the option to charge their devices to stay connected during meetings. The table features a modesty panel that can double the width of the table surface.

[Shop Reveal Duo](#)



Reveal Fixed Width Table

This linenless table gives your guests the option to charge their devices to stay connected during meetings and events.

[Shop Reveal Fixed](#)



Reveal Flip Table

This linenless table is perfect for offering a charging option that can move and store easily.

[Shop Reveal Flip](#)



Mobile Nesting Table

This mobile cocktail table features nesting legs for easy storing, a flip top design, and integrated power that make it perfect for business meetings and social events.

[Shop Mobile Nesting](#)



Elevare Communal Table

Our popular Elevare line has been updated with the option to add a power strip with USB and standard outlets.

[Shop Elevare Communal](#)



Elevare Banquet Presentation Table

This presentation table charges devices with three USB charging docs and two standard 120V outlets to help keep food hot and the aesthetic pleasing.

[Shop Elevare Presentation](#)

Section 5

How to Set Up Powerful Business Events

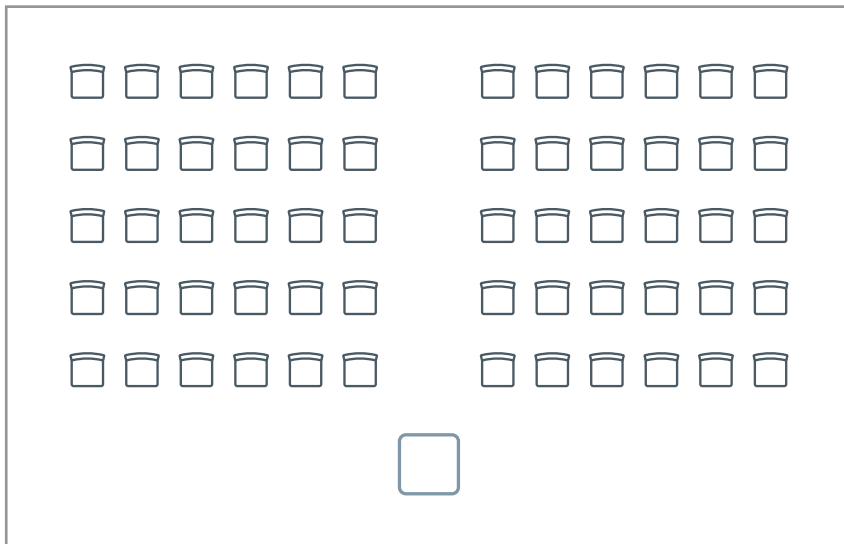
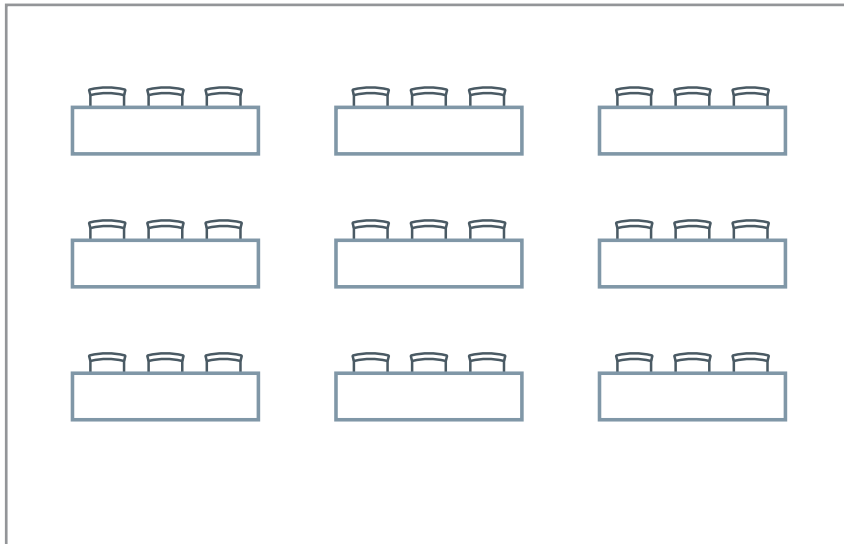
Design spaces that encourage networking & success for business travelers

Once you have the right portable charging options, it's time to get creative and set up spaces throughout your property that will help business professionals be successful.

Here are a few ideas to get you started.



Presentations



For parts and details regarding this set up, see page 8, 9, and 10 of the [Power Brochure](#).



Reveal Fix

[Shop Reveal Fix](#)



Elevare Communal

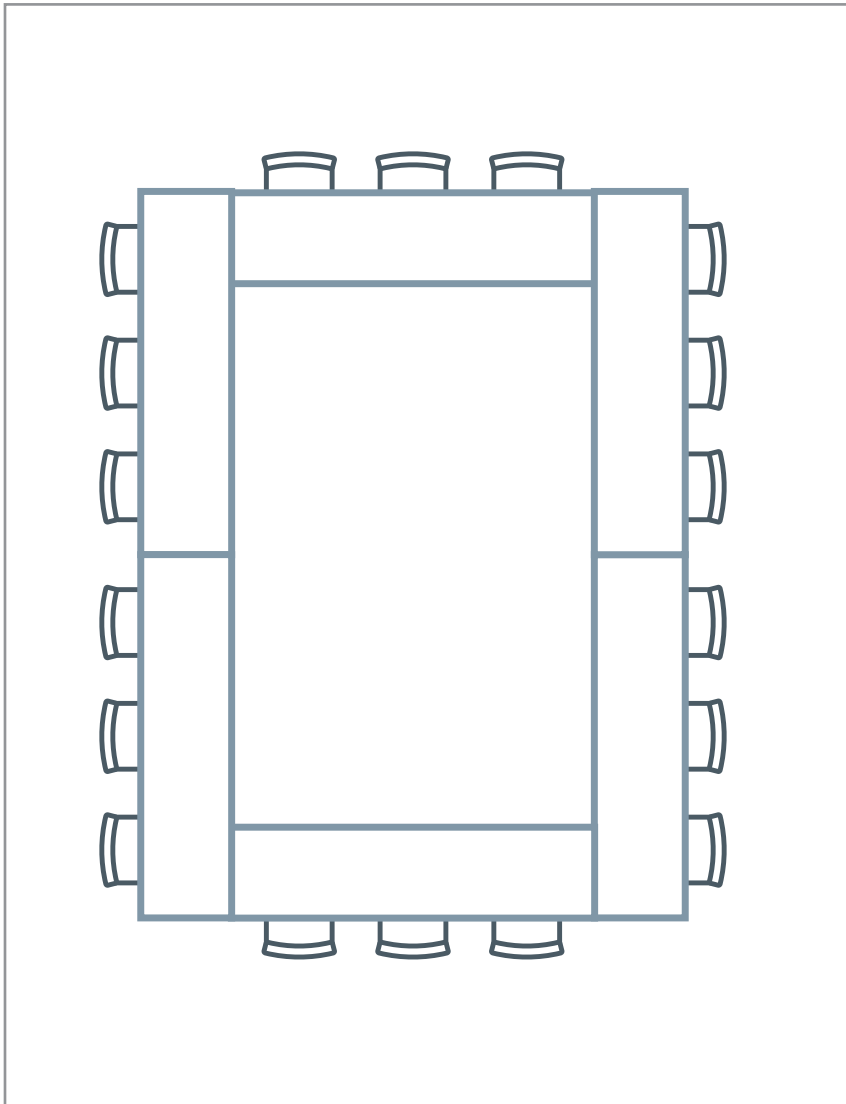
[Shop Elevare Communal](#)



MeshOne Stacking

[Shop MeshOne Stacking](#)

Traditional Meetings



For parts and details regarding this set up, see page 8 and 12 of the [Power Brochure](#).



Reveal Duo

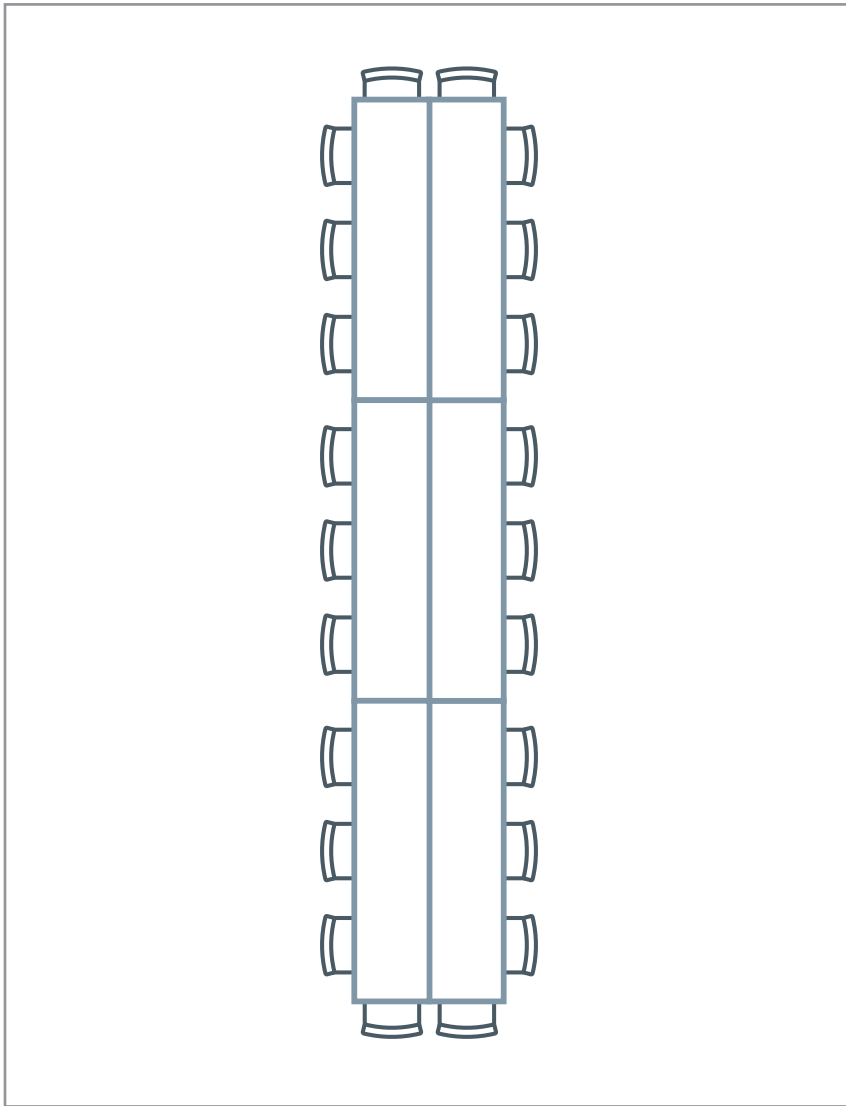
[Shop Reveal Duo](#)



FlexOne LX Folding

[Shop FlexOne LX Folding](#)

Intimate Meetings



For parts and details regarding this set up, see page 8 and 11 of the [Power Brochure](#).



Reveal Duo

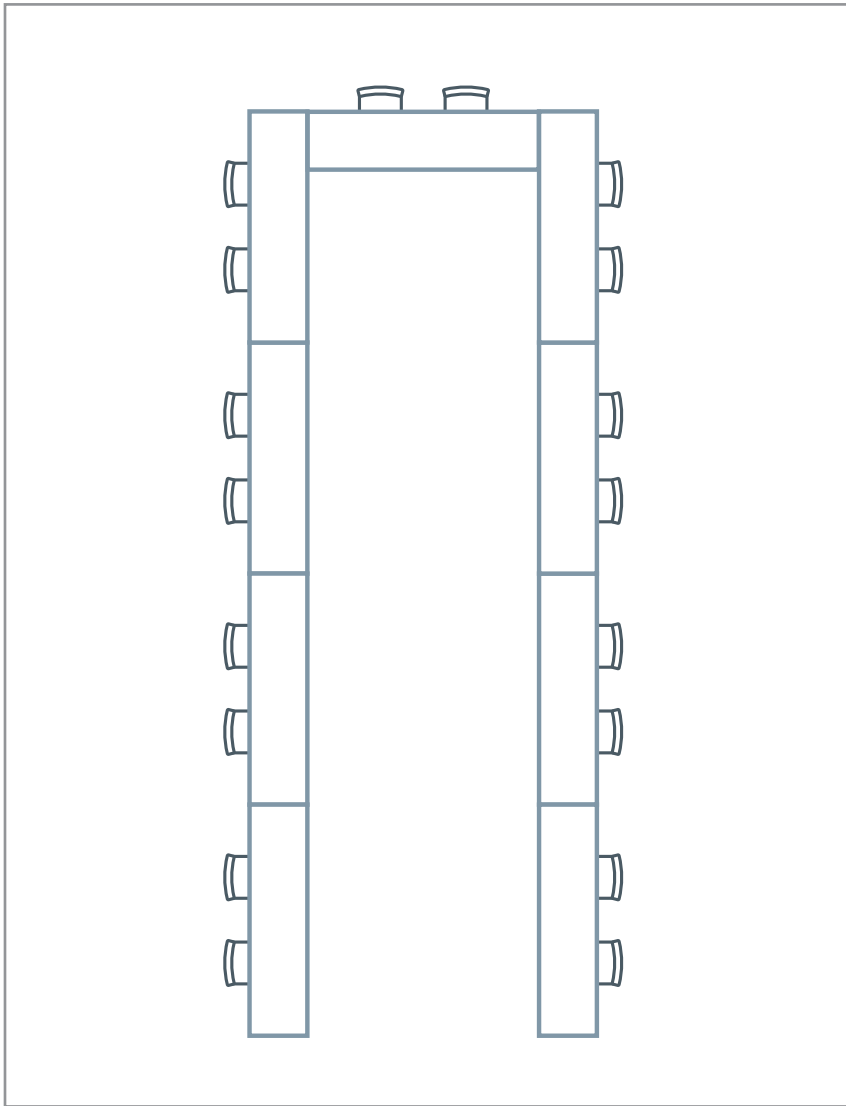
[Shop Reveal Duo](#)



SwiftSet Stacking

[Shop SwiftSet Stacking](#)

Nontraditional Meetings



For parts and details regarding this set up, see page 8 and 10 of the [Power Brochure](#).



Reveal Flip

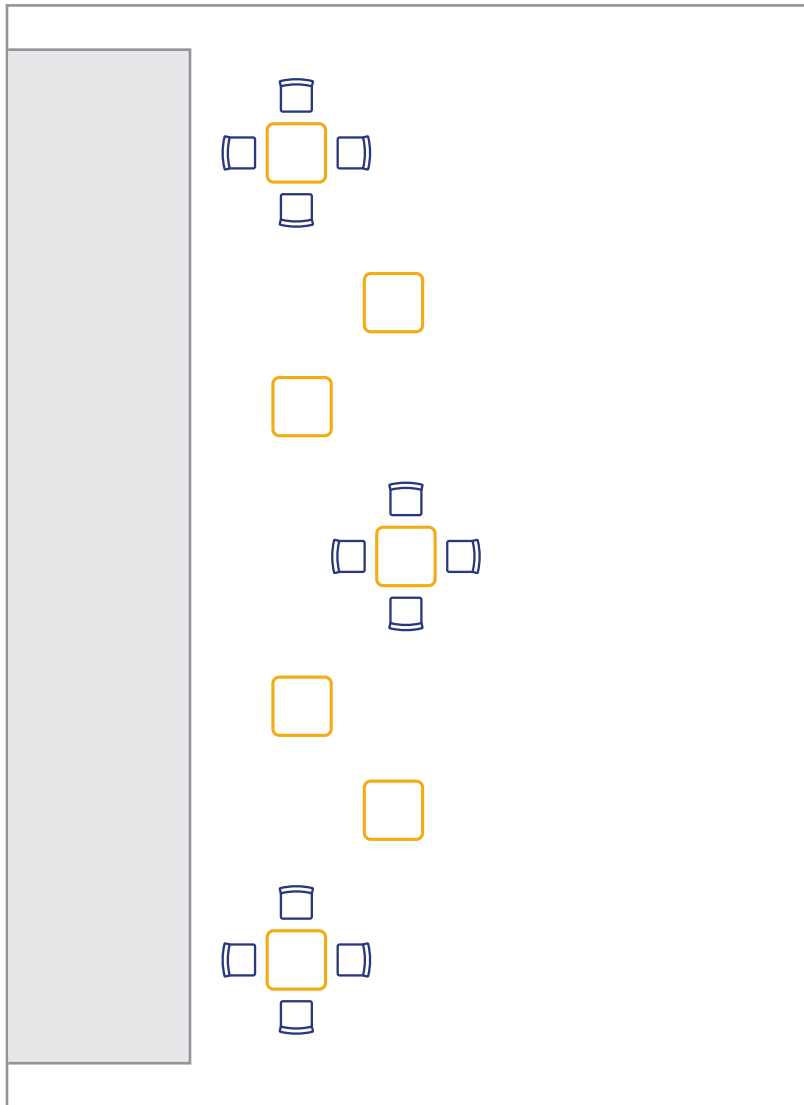
[Shop Reveal Flip](#)



Classic Banquet

[Shop Classic Banquet](#)

Hallway (for Networking between Meetings)



For parts, see page 8 of the [Power Brochure](#).



Elevare Presentation Table

30-inch and 42-inch shown

[Shop Elevare Presentation](#)



MeshOne Folding

[Shop MeshOne Folding](#)

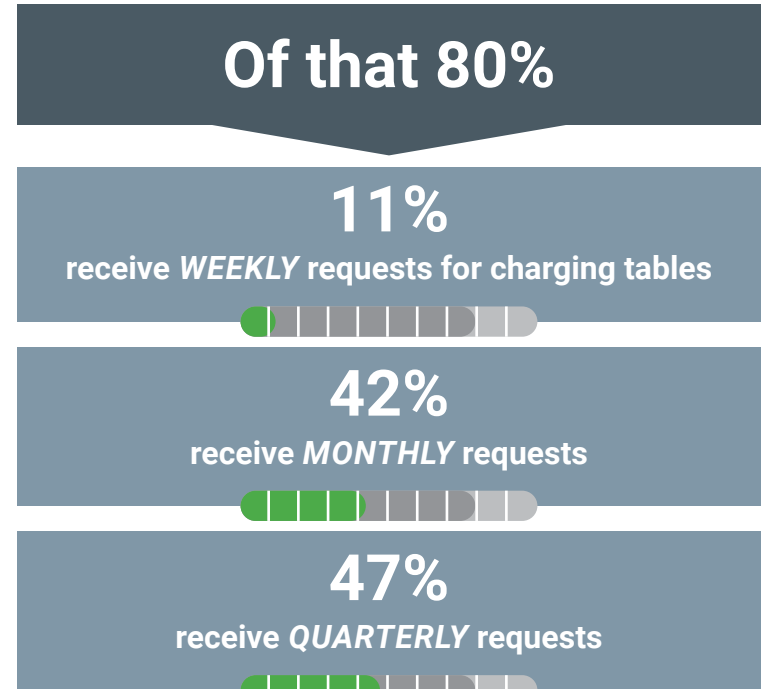
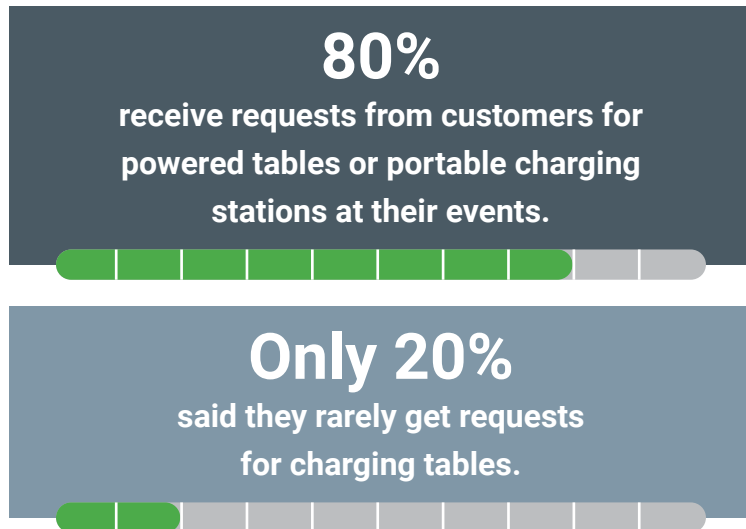
Section 6

What our Partners Say About Portable Charging Tables

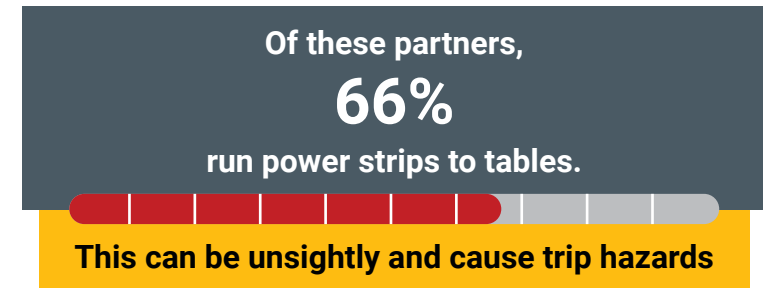
See how you could save money & earn additional revenue

We've polled our business partners and here's what they have to say about why they love our mobile charging tables.

Our partners show a clear desire to have power built into a table rather than using other forms of portable charging stations.



For those business partners without access to portable charging stations, they have to find creative solutions to fill requests from customers.



Conclusion

MITY Incorporated Brands Manufacture the Products You Need

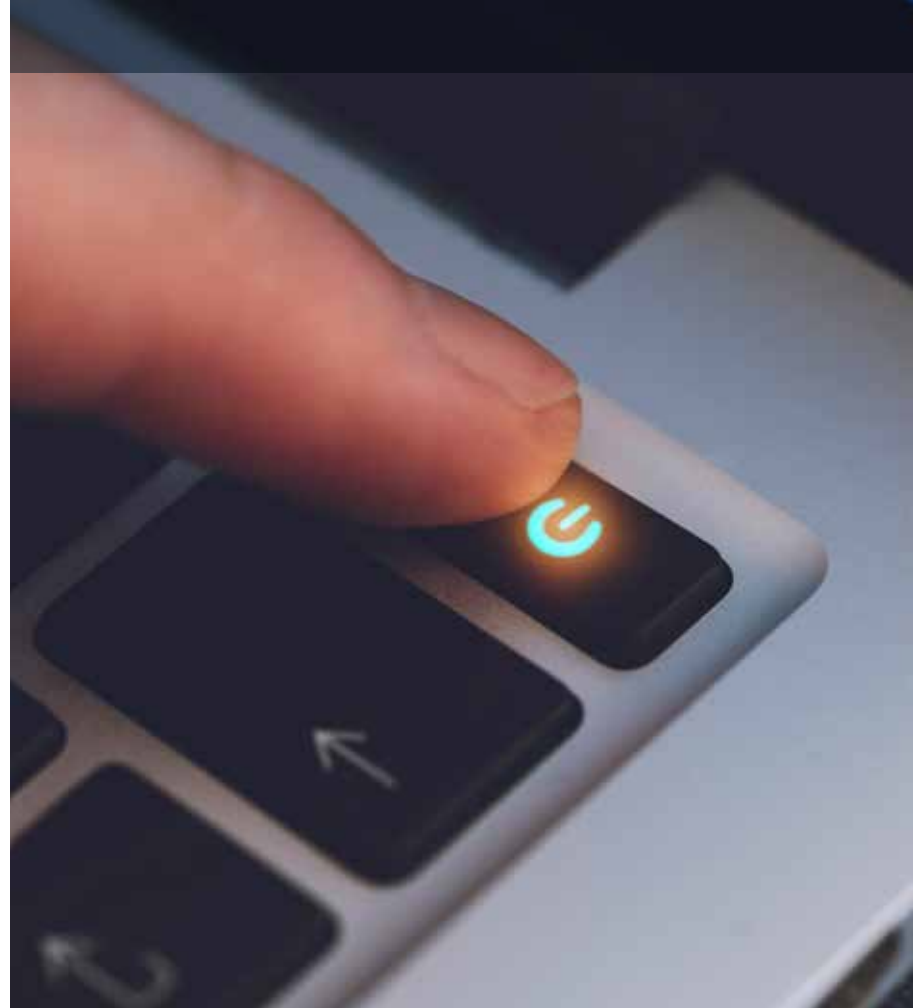
All the MITY Incorporated brands are here to help make your property the top choice for business professionals, no matter what their unique needs might require.

Whether you need folding tables, banquet chairs, stacking chairs, portable dance floors, or mobile stages, MityLite offers the widest selection on the market.

If you're looking for warm solid wood seating or function faux wood chairs, [Holsag®](#) custom makes chairs in North America with unlimited color and style options.

[XpressPort®](#) carts will make event set up and clean up faster so that you can book more events and save money on labor costs.

Last, but not least, [Bertolini®](#) is the most trusted name for worship seating.



Visit mitylite.com to speak with a sales representative.

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