



CASE STUDY

One Platform. Dozens of Showrooms. One Connected Experience.

Fulton Market Design Days (FMDD) is one of the premier events in the commercial interior design industry, bringing together thousands of designers, architects, manufacturers, and industry professionals across dozens of independent showrooms throughout Chicago's Fulton Market district. Managing registration while understanding how attendees engage across such a distributed event presents unique operational challenges. Oetee partnered with STARK to deliver an integrated Venue Intelligence platform that streamlined attendee registration, connected every showroom, and transformed attendee movement into actionable event intelligence.

CHALLENGE

Unlike a traditional trade show held within a single venue, FMDD spans dozens of independently operated showrooms across multiple city blocks. Oetee needed a solution that could simplify attendee registration and wristband activation while reliably capturing attendee engagement across the entire event. The deployment also required secure networking and real-time connectivity between more than 30 independent locations, allowing organizers and participating showrooms to access meaningful operational data throughout the event.

SOLUTION

STARK deployed its Venue Intelligence (VI) platform to manage registration, RFID wristband activation, attendee tracking, and real-time reporting across FMDD. The deployment included 10 registration stations across three registration locations, 48 RFID pedestal readers installed throughout 36 participating showrooms and 12 street-level locations, RFID tap readers for credential association, and comprehensive networking infrastructure including managed Wi-Fi, wired networking, and cellular connectivity where required. Together, the system created a connected event ecosystem that streamlined check-in while capturing attendee movement and showroom engagement in real time.

AT A GLANCE

STARK Solutions Deployed:

- ✓ Venue Intelligence (VI)
- ✓ Registration & Enrollment
- ✓ RFID Wristbands
- ✓ RFID Hardware
- ✓ Reporting & Analytics
- ✓ Managed Network Services

CLIENT SINCE: 2026

RESULTS

The integrated deployment delivered a faster registration experience while providing unprecedented visibility into attendee behavior across FMDD. Organizers gained real-time operational dashboards during the event along with comprehensive post-event analytics that measured attendee movement, showroom engagement, and overall event activity. By successfully connecting dozens of independent locations into a single Venue Intelligence platform, STARK helped transform FMDD into a fully connected, data-driven event while providing valuable insights for both Oetee and participating showrooms.



“Managing an event across dozens of independent showrooms presents unique challenges. STARK’s technology and support helped us deliver a connected experience, while the post-event analytics gave us a far better baseline of attendee engagement than we’ve had before.”

— Rob Tivadar, Founder, Oetee