Circli

PRESS ROOM

SITEVINITECH 2026

Sitevinitech 2026: an entire trade fair in the phone's browser, with nothing to download

The technology fair for the wine industry ran from May 12 to 14 on Circli, its technology partner: a website that opens in the phone's browser, with agenda, networking, map, a game between stands and leads for exhibitors.

SITEVINITECH

DATE	VENUE	CIRCLI'S ROLE
May 12–14, 2026	Complejo Las Naves, Mendoza	Technology partner

FOR IMMEDIATE RELEASE · MENDOZA, OCTOBER 23, 2026

MENDOZA, Argentina, October 23, 2026 — From May 12 to 14, 2026, Circli, the Argentine events and communities platform, was the technology partner of Sitevinitech, the technology fair for the wine industry that its organizer reports at around 10,000 attendees, with more than 100 exhibitors, at the Complejo Las Naves in Mendoza. The fair's entire digital layer —agenda, networking, venue map, a game between stands and lead capture for exhibitors— ran in the browser of each person's phone, without downloading an app.

The fair, in the palm of your hand

It all started with a familiar gesture: scanning a QR code. Within seconds, the person was inside the event portal, a website that opens in the phone's browser, with no app store in between. The language, Spanish or English, was detected automatically.

From there, each attendee carried a personal QR card: when they met someone, they scanned that person's code and were connected in "My Network". The venue map and the stand finder made finding an exhibitor a matter of seconds, and the full talk program was always at hand, with favorites. A game between stands also invited people to walk the venue scanning each stand's QR code to earn points and win prizes from the organizer.

For exhibitors and the organizer

Each exhibitor had their own access to keep their stand's listing up to date and capture leads without paper forms: the attendee scanned the stand's QR code and appeared in the exhibitor's panel, always with their consent. The organizer followed the event live from a dashboard, handed out the game's prizes and sent notices to audience segments throughout the three days.

> **"The door is won by whoever asks for nothing. If the first step is downloading something, part of the audience is left out before it even starts. With nothing to download, the fair's digital layer was there for everyone," the Circli team said.**

Designing for the peak

A fair at that scale tests a system in a particular way. Traffic is not spread across the day: it piles up at the opening and in the minutes after each talk. And inside a pavilion, with a metal structure and thousands of phones, the signal is poor. That is why the portal was designed for the minute of highest demand and to stay light: a lightweight page gets through even when the network is saturated, something an app download rarely manages.

> **"Attendees and exhibitors use the portal in very different ways: one in bursts, between aisles; the other standing up, one-handed, for hours. Both need to find what they are looking for on the first tap," the company added.**

Sitevinitech was Circli's large-scale pilot. What the team learned in those three days became product in the following months. The full story of the case is on the Circli blog.

Circli works in two modes: free self-service, with basic support by chat or email, and team-supported, with an assigned person, assisted setup, support before and during the event and a final report. On-site services are arranged according to venue, date and availability.

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ABOUT CIRCLI

Circli is an Argentine events and communities platform, based in Mendoza, that uses artificial intelligence to help the right people meet. Attendees get in from their phone browser, with nothing to download, and can receive suggestions of who to talk to, with the reason why, depending on the event's plan. It offers a free self-service plan, with basic support, and a team-supported option before, during and after the event. Circli was the technology partner of Sitevinitech 2026, Mendoza Coopera and Oficios Tech Day 2026, supports CuyoConnect's hackathons and is a member of Polo TIC Mendoza. More at circli.app/prensa.

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