

# Exhibit Lead Management

Maximize Exhibiting Experience  
Effective Sales Management



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Meetings Industry RFID Specialists



Recycle Badge Holders



# Exhibit Lead Retrieval Products

for the exhibit booth

Maximize exhibitor  
sales opportunities  
by offering lead retrieval

## ExpoDemand LRS Mobile

- Read attendee badge with a push of a button
- Optional wireless lead printout with unlimited paper
- Holds up to 8,000 scans with no electricity required
- Leads are displayed with full contact information
- Complete with standard lead qualifiers
- Create custom qualifiers (*extra charges apply*)
- Ability to send messages to lead retrieval staff - **Paging!**
- Compact and ergonomic design
- Option to view leads "live" on secure Internet portal



**New!**

## ExpoDemand LRS Premier

- All enhanced LRS Mobile features included
- Full color graphic touch screen
- Ability to type in free-form notes
- Store leads on personal USB drive

## ExpoDemand LRS Mobile Plus

- Read attendee badge with a push of a button
- Wireless lead printout with unlimited paper
- Holds up to 8,000 scans with no electricity required
- 1GB USB thumb drive included
- Leads contain full contact information
- Complete with standard lead qualifiers
- Create custom qualifiers (*extra charges apply*)



Supporting **All** Barcode and RFID Formats  
Legacy mag-stripe registration systems also supported

# The success of your exhibitor's experience depends on them managing sales leads

## Lead retrieval products that ensure a successful show

When exhibiting at trade shows, it is not about how many people exhibitors spoke to or how busy their booth was. Exhibiting success depends on how they manage their sales leads from the show. **Reports show that up to 70% of sales leads captured at trade shows are not followed up on properly.** This is mainly due to an ineffective lead management process, before, during and after the event. To allow the best ROI and fully maximize exhibitor's post show sales opportunities, they need to effectively track who is interested in their product or services. ExpoDemand lead management equipment provides them all the tools that are necessary to attain the best possible ROI at events.

### TOP 5 reasons to offer lead retrieval at tradeshow

Increase exhibitor ROI and impact overall sales revenue

Provide a great value added service to your exhibit package

Exhibitors stay connected to their prospects and customers

Turn qualified leads into sales more quickly and effectively

Grow exhibitor community by assisting with the exhibit experience



Go Green, Say no to business cards!

## Featuring

the latest lead collection and management technology

## Why?

- Real-time viewing of exhibitor lead files
- Fully trained onsite support staff
- Onsite support paging capabilities
- Custom Lead Qualifiers
- Random prize drawing utility
- Wireless printer with unlimited paper
- Delivery, Pickup & Training
- Interactive online equipment ordering



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## Who Benefits

When offering ExpoDemand lead management tools, exhibitors, attendees and show management all receive great benefits. From ensuring increased exhibiting return on investment to staying connected with show management, ExpoDemand increases the overall value of exhibiting.

### Exhibitors

- Download leads online - for **FREE!**
- Have an optional printout of each scanned lead
- Exhibitor leads will be emailed to them right after the show or choose the option of saving leads to a 1G USB drive onsite
- Choose to download their leads in real-time from a secure site

### Attendees

- Get **FREE** access to a list of exhibitors visited at the show
- Get full contact information for all visited booths
- Continue to connect with participating exhibitors after the conclusion of the show

**New!**

### Show Management

- Utilize a mobile paging system which allows exhibitors to send help requests to the decorator, audio visual, electrical or other onsite services
- Receive booth traffic reports from all renting exhibitors
- Determine the highest traffic areas based on exhibitor type and location

## Exhibitor ROI

Exhibitors will immediately see the benefits of using lead retrieval at your trade show. Exhibitors will have access to valuable data that will help improve their exhibiting sales performance and will assist with growing their sales base.

### Offering lead retrieval lets exhibitors effectively track:

- Product requests
- Follow-up actions
- Follow-up preferences and time frames
- Hot prospects
- Current customer satisfaction
- Competing suppliers used



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## Additional Information

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Convention Strategy was founded in 2003 by a management team with over 15 years experience in event management. The company is an innovative provider of measurement metric tools for meetings, conferences and events. Convention Strategy is focused on delivering integrated RFID technology to track attendee attendance and behavior.