

# Exhibit Lead Management

Maximize Exhibiting Experience

Effective Sales Management



EXPOLeads

EXPERIENCE | DEFINED

ConventionStrategy™



Convention Strategy Group

# ConventionStrategy

Maximize exhibitor sales opportunities by offering lead retrieval

## 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

### EXPO LRS Mobile

- Quickly scan attendee badges
- Compact and ergonomic
- Holds up to 8,000 scans
- Inclusive standard lead qualifiers (custom are extra)
- Leads contain full contact and demographic information



### EXPO LRS Premier

*Includes all the features of the EXPO LRS Mobile plus:*

- Full color display
- Ability to type in freeform notes
- Store leads on personal USB drive



### EXPO LRS Sidekick

- View & sort leads anytime
- Plugs into your laptop
- Works with LRS Mobile
- Add custom notes easily



### EXPO LRS Mobile Connect

- Scan or type in Attendee ID
- Review, add notes, qualifiers
- Fill out extended surveys
- Real-time leads list



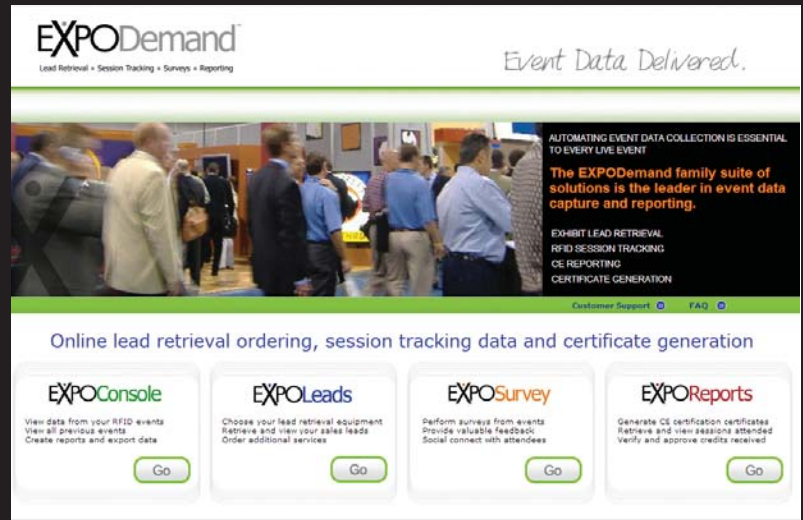
Supporting All Barcode and RFID Formats



## TOP 5 REASONS

to offer lead retrieval services at tradeshows

- 1 Increase exhibitor ROI and impact overall sales revenue
- 2 Provide a great value added service to your exhibit package
- 3 Exhibitors stay connected to their prospects and customers
- 4 Turn qualified leads into sales more quickly and effectively
- 5 Grow exhibitor community by assisting with the exhibit experience



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

## Lead retrieval products that ensure a successful event

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.

## Exhibitor return on investment

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. **Lead Retrieval scanners capture complete contact and demographic information ideal for helping your exhibitors identify their top prospects.**

### EXHIBITORS CAN TRACK:

- Product requests
- Follow-up actions
- Hot prospects
- Current customer satisfaction
- Competing suppliers used

### PLUS

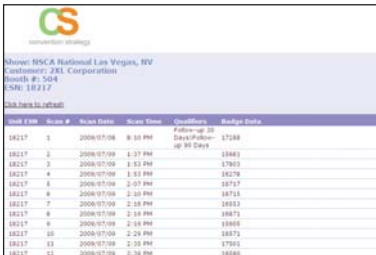
- Extremely user-friendly
- No cost to show management
- Custom lead qualification
- 24/7 online lead access
- Battery operated
- Aisle traffic reports
- 100% guarantee

 **Go Green, Say no to business cards!**

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# Who Benefits

When offering EXPOLeads 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, EXPOLeads increases the overall value of exhibiting.



Lead #	Score #	Event Dates	Score Time	Conditions	Display Data
18217	3	2009/07/09	8:30 PM	Follow-up 30 Days	17089
18217	3	2009/07/09	1:37 PM		15863
18217	3	2009/07/09	1:53 PM		17903
18217	4	2009/07/09	1:53 PM		18279
18217	5	2009/07/09	2:07 PM		18719
18217	6	2009/07/09	2:30 PM		18713
18217	7	2009/07/09	2:38 PM		18823
18217	8	2009/07/09	2:38 PM		18873
18217	9	2009/07/09	2:39 PM		18903
18217	10	2009/07/09	2:29 PM		18873
18217	11	2009/07/09	2:38 PM		17903
18217	12	2009/07/09	2:38 PM		18883

## 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 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

## 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

# EXPOLeads



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Convention Strategy Group is a full service event technology firm guided by a management team with over 35 years of combined experience in the meetings industry.

Convention Strategy Group specializes in delivering sophisticated and easy to use registration, integrated housing, advanced lead management, session attendance tracking and other event technology solutions to a wide range of clients. No matter the size of the general session or the amount of exhibitors on the trade show floor, ConventionStrategy can be relied on to deliver a 100% commitment to client events.



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