

Exhibitor Lead Retrieval System

eShowLeads is a lead retrieval application that lets exhibitors collect leads using a Smartphone or Tablet.

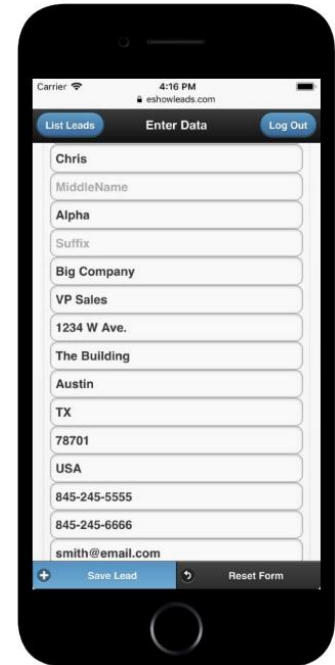
Why should we use eShowLeads?

eShowLeads will increase your ROI by saving you time and allowing you to collect better qualified leads. If you have ever left a tradeshow with a stack of business cards that had random notes written on the backs, then you know what a pain it is to deal with that information after the event.

With eShowLeads, you will leave the show with an Excel spreadsheet that includes contact information, any notes you added, and answers to the qualifying questions that you selected. Standard qualifying questions are on the next page. If you would like to customize your questions and answers, please email them to us in a Word document and we will get it setup for you.

How does eShowLeads work for the exhibitor?

“eShowLeads” can be found in the Apple/Android app stores. Your company will need a device with an internet connection. Before the start of the event, you will be sent instructions via email with your unique login and password.



How do exhibitors collect leads onsite?

Leads can be collected in two (2) ways. **Option #1:** Within the app, exhibitors take a picture of the attendee’s first and last name on their badge. Our software uses Optical Character Recognition (OCR) to digitize the information and send the attendee’s name to our server. The attendee’s full demographic information is then sent back to the exhibitor’s device.

Option #2: Exhibitors type in the first three (3) letters of the attendee’s last name and a first initial of their first name to find the attendee in the database. With both options, all the attendee’s demographic information will be available for editing, and the exhibitor can add notes about the in-booth conversation and answer qualification questions to better prioritize the lead. In addition, at any time, exhibitors can look-up and edit previously collected leads.

How do exhibitors get their leads after the show?

Leads will be emailed to each exhibitor, in an excel spreadsheet, within one (1) business day after the exposition is closed.

For additional information, please email: support@event-techs.com

eShowLeads Standard Lead Form

1. TIMEFRAME:

- ☐ IMMEDIATE
- ☐ 6 MONTHS
- ☐ 12 MONTHS

2. NEED:

- ☐ DEFINED
- ☐ INVESTIGATING
- ☐ NONE

3. ROLE:

- ☐ DECISION MAKER
- ☐ INFLUENCER
- ☐ INFORMATION GATHERER

4. RATING:

- ☐ A
- ☐ B
- ☐ C

5. ACTION:

- ☐ SALES CALL
- ☐ SEND INFORMATION
- ☐ NONE