

## Exhibitor Lead Retrieval System

eShowLeads is a lead retrieval application that lets exhibitors collect leads using a Smartphone or any other internet connected device.

### Why should we use eShowLeads?

eShowLeads will increase your ROI by saving you time, allowing you to collect better qualified leads and enhancing your follow-up process. Collecting business cards from a visitor seems easy, but if you've 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. This information can be used to prioritize your sales efforts. Getting to that hot prospect before your competition may just tip the scales in your favor.

### How does eShowLead work for the exhibitor?

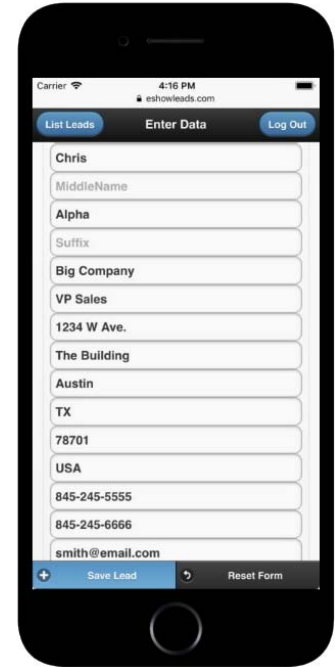
The eShowLeads system is very simple and user friendly. Your onsite staff will use their own Smartphone to run the application. There is no hardware for your staff to pick up or drop off. A few days before the start of the event, you will be sent instructions with your unique login and password. eShowLeads does not require you to download an app. If you are able to go to the [www.eshowleads.com](http://www.eshowleads.com) website, you will be able to use your device to collect leads at the show. Any cell phone, tablet or PC that has the ability to get online will run our application.

### How do exhibitors collect leads onsite?

During the event, the exhibitor logs in to the secure eShowLeads website on their phone or internet connected device. To collect a lead, they simply key in a number from the attendees name badge. The exhibitor can add notes about the conversation and answer qualification questions to better prioritize the lead. When they are done, they simply save the lead and then they can take another lead.

### How do exhibitors get their leads after the show?

The leads will be emailed to each exhibitor, in an excel spreadsheet, within two (2) business days after the show.



For additional information, please email: [sales@event-techs.com](mailto:sales@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