

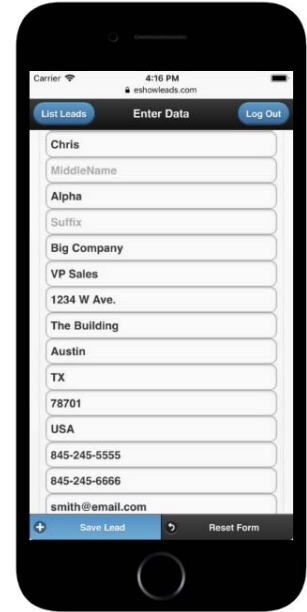
Exhibitor Lead Retrieval System

eShowLeads is a lead retrieval app that lets exhibitors collect leads on their smartphone.

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 eShowLeads work for the exhibitor?

Exhibitors can download the eShowLeads app from the Google Play or Apple App Store. 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.

How do exhibitors collect leads onsite?

The exhibitor logs in to the secure eShowLeads app on their smartphone. To collect a lead, the exhibitor scans the attendee's badge, from within the app, using the phone's camera. The app will display the attendee's contact information and 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 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 one business day after the show.

For additional information, please email: 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