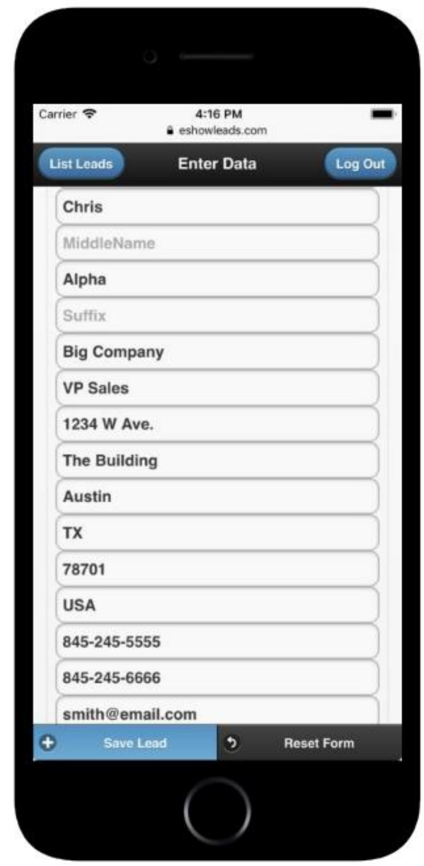
eShowLeads

Exhibitor Lead Retrieval for Small Tradeshows and Corporate Events

eShowLeads ™ (www.eshowleads.com) is a tradeshow lead retrieval system that lets exhibitors collect leads using their Smartphone, tablet, or PC. eShowLeads eliminates the business card "fishbowl" and the manual effort required to record and manage business cards after the event. It makes lead follow-up faster and easier than ever before. Better follow-up means more success and a greater ROI for everyone.



How does eShowLeads™ work for the exhibitor?

On their Smartphone, the exhibitor logs in to the secure eShowLeads website. To collect a lead, they simply key in three (3) letters of the attendee's last name or a number printed on the badge. The exhibitor can add additional information, enter notes about the conversation and answer qualification questions to better prioritize the lead.

How do exhibitors get their leads after the show?

The leads are emailed to them in a spreadsheet within one business days after the exhibition ends.

How much additional work will be required by our team to set this up?

eShowLeads requires very little work on the part of the organizer beyond their current registration efforts. It is simply a matter of you sending us the list of exhibitors and the list of attendees. We will email the exhibitors to notify them that eShowLeads is available, and send them login information about a week before the event starts. We will be available for tech support by phone during the event.

What is required to use eShowLeads?

1. The attendee registration list in a spreadsheet format with all the demographic info you want to make available to the exhibitors.
2. The list of exhibitors in a spreadsheet format with booth numbers and email addresses.
3. Exhibitors will need a device with a web browser and at least a 3G connection to the Internet.

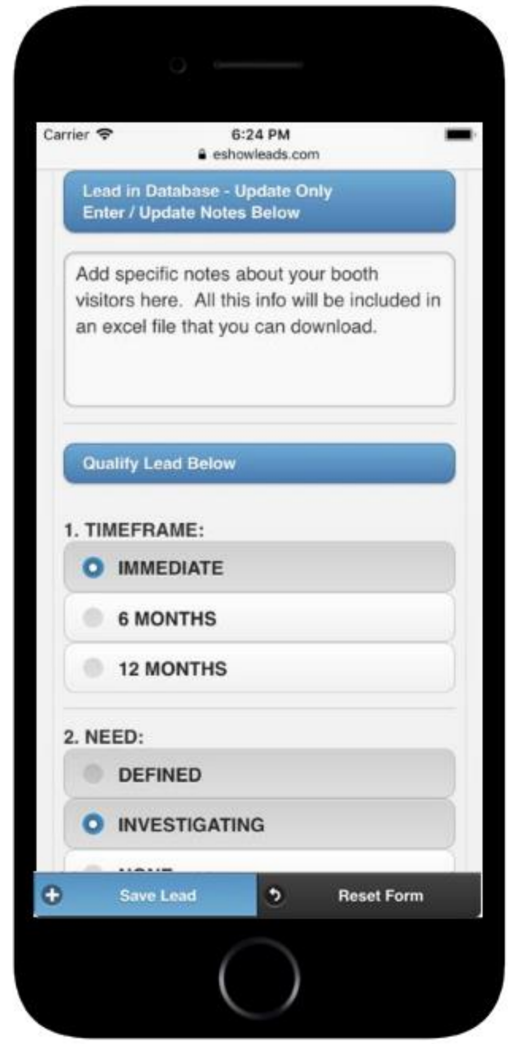
Who pays for eShowLeads? Are there any hidden costs?

There are no hidden costs. Individual exhibitors pay us directly to use the service. That is the only charge for the service, there is no setup fee for the show organizer. Alternatively, if the show organizer wants to provide this service to all their exhibitors, we can do that as well for a flat fee.

For more information, please call Chris Tremblay @ 310-581-2696 or email sales@event-techs.com eShowLeads

Do we need to print barcodes on the attendee's badges?

Our standard system does not require the exhibitor to scan a barcode. The exhibitor simply keys in the first 3 letters of the attendee's last name or inputs the attendee's ID number to start the lead collection process. If you want to print a barcode on the badge, we do have a version that can scan a barcode.



Do we need to pre-register our attendees for your system to work?

Yes, we require a list of attendees in order for the system to work. Onsite registration is supported.

What if we have onsite registration?

1. The show organizer can periodically send us an updated list of attendees and we will use that to update our database. This can be done at anytime during the show.

2. Show staff can use our software to input onsite registrants on any device by simply logging into the lead system and manually adding a new lead.

3. We can connect to your registration system through an API. This solution allows us to pull new registrants in real-time with no additional effort by your onsite staff.

Why would we choose your system over encoded badges and lead scanners that I've used or seen at other shows?

Convenience and Cost. Getting our system setup is painless and requires almost no work on your part. You don't have to print barcodes on your badges, and best of all, it is FREE for you to provide it to your exhibitors. In addition, our pricing for exhibitors is fair. Exhibitors can choose to use one license ($300), or have unlimited users ($500).

What is the bottom-line justification?

eShowLeads allows show organizers to provide a lead retrieval solution for their exhibitors at no extra cost, without adding a barcode to the badge, and with very little additional work. For the exhibitors, they don't have to download an App, and eShowLeads allows them to collect contact information and add additional qualifying info in the form of notes and answers to qualifying questions. This helps them to follow-up on their leads and get more value out of your event.

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