

LEAD RETRIEVAL

by 

CONFERENCE TECHNOLOGY ENHANCEMENTS, INC.

LEADNET
Lead Retrieval Web App

ROVER
Lead Retrieval Scanner



Official Lead Retrieval Provider for:



OCTOBER 15 - 16, 2019 | SUBURBAN COLLECTION SHOWPLACE | NOVI, MI

www.cteusa.com/ctelead



DEADLINE

800-968-9668 mrlashow.org

FRI., SEPT 27

CTE | ITEM 12

LEADNET

Lead Retrieval Web App by CTE



CONFERENCE TECHNOLOGY ENHANCEMENTS, INC.

Order Online at:

www.cteusa.com/LG/mra2

or use the order form on the following pages

LeadNet® Web Application Highlighted Features



Use Your Own Device

Live data collection using your own smartphone, tablet or laptop.



Scan Barcode to Capture Leads

Scan the barcode to capture leads. **Works on select versions of Android and Apple operating systems. Browser limitations apply.**



Capture Leads with LeadNet ID

Simply type the LeadNet ID on the name badge to capture a new lead. No scanning needed.

Cross-platform, works on any device.



Add Custom Notes

Add notes to any lead as you collect them or go back and add notes later.



Instant Access to Leads

Send your lead file right from the app. No waiting until after the event.



No App Download Required

Simply use any device that allows access to a web browser. No need to download an app.



20 Standard or Custom Follow-up Codes

Use follow-up codes to help quickly qualify and organize your leads.

**Wi-Fi or cellular data required*

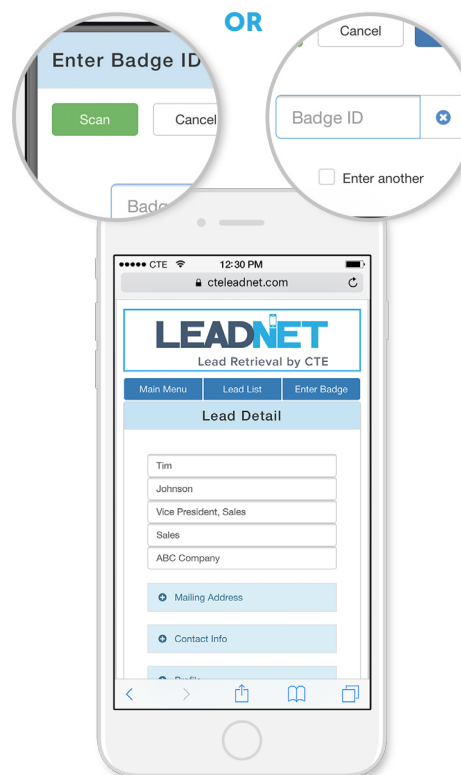
Scan Barcode

On Select Devices

Type Badge ID

On All Devices

OR



To watch a quick demo video:

Click or copy the link below to your web browser:

www.cteusa.com/ctelead/leadnet-demo

www.cteusa.com/ctelead



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Rover Scanner Highlighted Features



One Button Operation

Simple one button operation to scan a new badge and easy touchscreen display.



Add Custom Notes

Add notes to any lead as you collect them or go back and add notes later.



Long-lasting Battery Life

Long-lasting battery life of 3-5 days. No need to charge the Rover during the event.



Quick Access to Lead File

Lead files are emailed and made available to download within 1-2 hours after the event ends.



20 Standard or Custom Follow-up Codes

Use follow-up codes to help quickly qualify and organize your leads.



Printer (Optional)

Add a receipt style printer to print a copy of each lead you've scanned.



For more information:

Click or copy the link below to your web browser:

www.cteusa.com/ctelead/rover-wireless

www.cteusa.com/ctelead



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Michigan Restaurant & Lodging Show

Fax or mail order to: CTE

1460 Renaissance Drive Suite 209, Park Ridge, IL 60068

Fax: 847-957-4500 Phone: 847-957-4500

View package descriptions and pictures at www.cteusa.com/rover

To order on line go to (<http://www.cteusa.com/LG/MRA2>)

PACKAGE DESCRIPTION and INFORMATION

Your show management has chosen to offer Lead Management Services for this event. This will allow you, as an exhibitor, immediate access to valuable data on your potential customers. The Lead Management System provides access to demographic information as provided by the attendee (and approved by show management).

CTE

LeadNet: Use your own iPad, mobile phone or laptop to collect leads. Purchase a license for the CTE LeadNet Web Application* to utilize your device to capture your leads in real time. Up to 3 logins are provided per license. Logins are based on e-mail address and require a unique e-mail address for each user. E-mail your leads file at any time from the built in menu for instant access and faster follow ups.

*Internet connection or cellular data plan required.



Rover: A handheld portable data collection system with LCD display. No electrical needed. Unit will be downloaded and the data will be emailed in Excel format at the end of show (The data will also be available in other formats on a web site which will be on the return receipt). The exhibitor simply scans the attendee 2D Barcode and the Rover reads and stores all of your sales leads and displays them on the LCD screen.

*No electrical needed.



Pick up your equipment at the LEAD RETRIEVAL BOOTH and bring it back at the end of the show. Our staff will instruct and show you how to use the equipment.

Create a custom response. Designate up to 20 standard single item responses (E.G. "Send Literature", "Call", etc.) Indicate appropriate follow-up with the attendee. See custom code response sheet.

DEADLINE

Michigan Restaurant & Lodging Show

20 Standard Scan Codes Are Provided With All Lead Retrieval Packages

CTE will provide you with a standard scan code sheet onsite when you obtain your lead retrieval package.

How do we use it?

When a prospect enters your booth, first you scan the prospect's badge. Then, using the tap screen you may access the 20 standard qualifiers. You may select however many of the 20 standard codes that apply as qualifiers for your prospect.

How is the information captured?

The scan codes will be captured in electronic format and may be printed if you order the Add on Printer.

The 20 standard codes are:

1. Send Literature
2. Send Samples
3. Send Pricing
4. Add to Mailing List
5. Technical Info Required
6. Detail Specs Required
7. Provide Quote
8. Product Demo Required
9. Immediate Contact Required
10. Have Salesperson Call
11. Recommends
12. Final Say
13. Makes Purchase Decision
14. Partial Interest
15. Purchase in 30 Days
16. Purchase in 3 Months
17. Purchase in 6 Months
18. Ready to Purchase
19. Immediate Need
20. Order Placed at Show

You may also have 20 codes customized for your company's use. Each customized code can be 24 characters in length. There is a \$75.00 fee for the creation of each customized code sheet of 20 codes. To order customized codes, please complete the Scan Customization Sheet on next page.

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Michigan Restaurant & Lodging Show

CTE Scan Customization Order Form

For the creation of custom lead codes, complete this form and submit it with your Lead Retrieval Order Form.

You may have up to 20 customized codes.

Each code can be up to 24 characters in length.

Single response items only, no multiple choice or fill in the blank.

The fee per customized code sheet is \$75.00 USD

Exhibitor Name:	
Exhibitor Contact:	
Phone Number:	
1.	11.
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