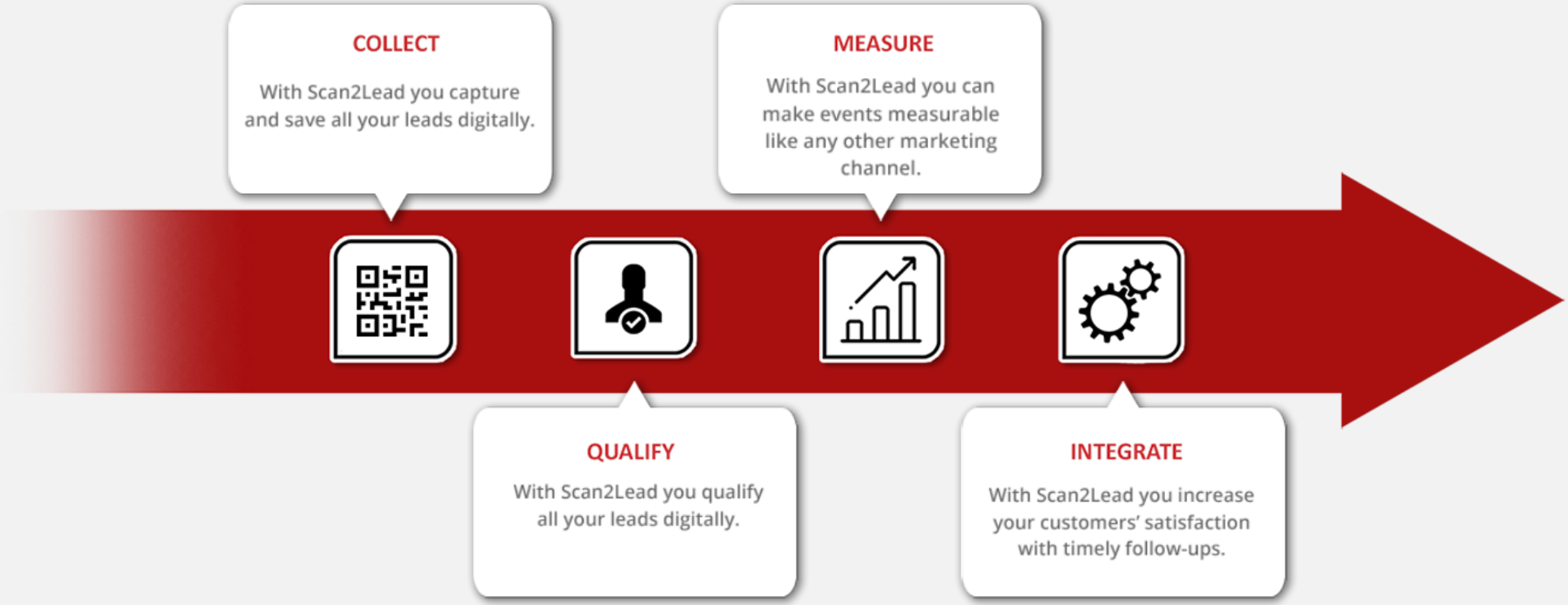
SCAN2LEAD
SMART LEAD TRACKING FOR EXHIBITORS
SCAN2LEAD

WITH SCAN2LEAD IN 4 STEPS TO YOUR TRADE SHOW'S SUCCESS

With all Scan2Lead solutions barcodes of visitor badges can be scanned. All visitor information is available immediately for further processing.



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SCAN2LEAD

SCAN2LEAD PORTFOLIO

You can choose from three lead retrieval solutions which are customised for your needs as an exhibitor and can be used separately or in conjunction for added value. All visitor data is stored in your Scan2Lead web portal.

SCAN2LEAD SMART

+ app to scan barcodes or business cards (for iOS and Android devices)
+ take (voice) notes or pictures to enrich and qualify leads
+ rental tablets with pre-installed app can be provided (additional fee applicable)

SCAN2LEAD COLLECT

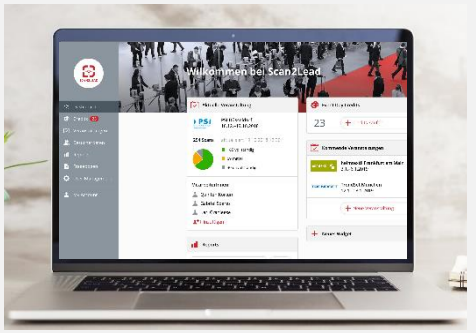
+ mini handheld scanner to scan barcodes
+ add interest tags by using your individual lead form (barcode style)
+ no WiFi or computer needed

SCAN2LEAD STATION

+ handheld scanner plugged into a laptop to scan barcodes
+ easily revise and enhance all data right at the laptop
+ rental laptops can be provided (additional fee applicable)

SCAN2LEAD PORTAL

+ personal web portal
+ storage of all visitors' information captured
+ data export or integrated interface possible
+ creation of statistics and analytics



THIS IS HOW SCAN2LEAD WORKS

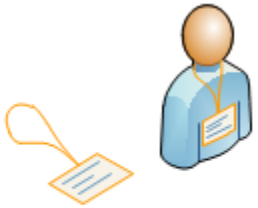
From registration to visitation at the booth – the visitors enter their contact details while registering for the trade show and the exhibitor can easily access this data thanks to Scan2Lead.

1.

Visitors register online in advance or fill out a registration form onsite at the entrance.

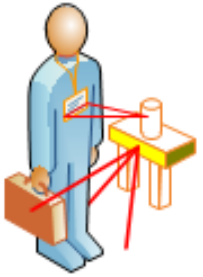
2.

3.



Each visitor receives a personalized ticket (badge). This ticket contains a barcode for the access control system, which includes all visitor information given during the registration. This barcode can also be used by the exhibitor.

4.



The visitor passes the access control and is scanned electronically.

5.

The exhibitor scans the visitor's badge and immediately retrieves all visitor data. Additionally, further information and interest tags can be captured.

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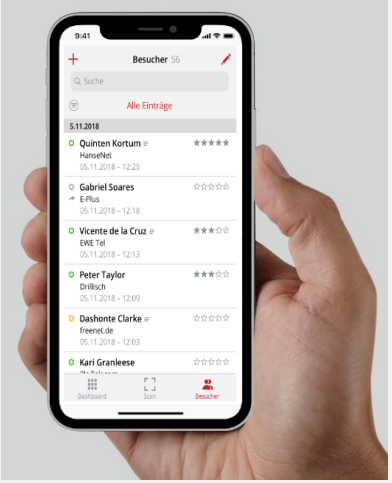
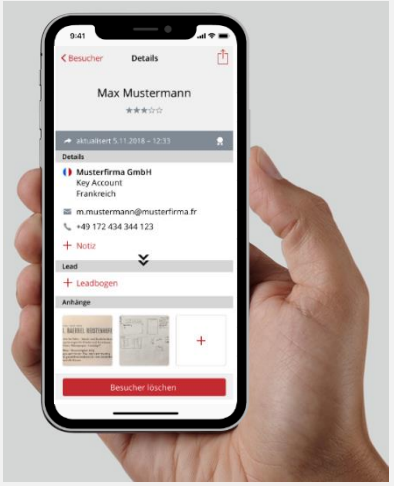
SCAN2LEAD SMART - ALL CONTACTS IN YOUR HAND

With the Scan2Lead SMART app you have all your leads in your hand – on your smartphone or tablet.





- + scanning of barcodes or business cards with a smartphone or tablet (iOS and Android) – simple, quick and mobile
- + live-data of all scanned visitors
- + adding notes – via keyboard or voice recognition
- + dynamic lead forms: selection of pre-defined interest tags
- + capture of pictures and documents
- + backup of all data, even if there is a break in the internet connection for a short time
- + access to the Scan2Lead PORTAL with all features
- + rental iPads can be provided (additional fee applicable)
- + perfect for every scenario

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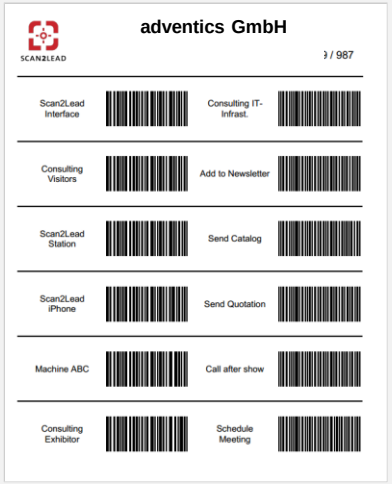
SCAN2LEAD COLLECT - ALL CONTACTS AT THE PUSH OF A BUTTON

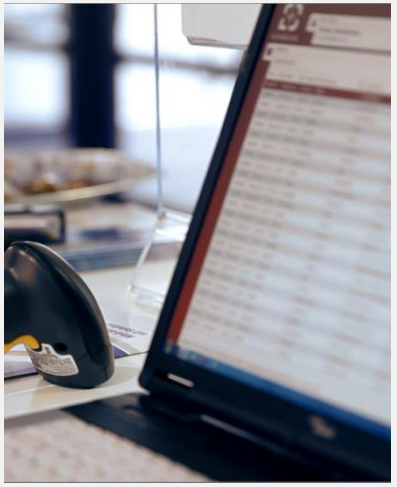
With Scan2Lead COLLECT you capture leads at the push of a button – without smartphone, tablet or computer.



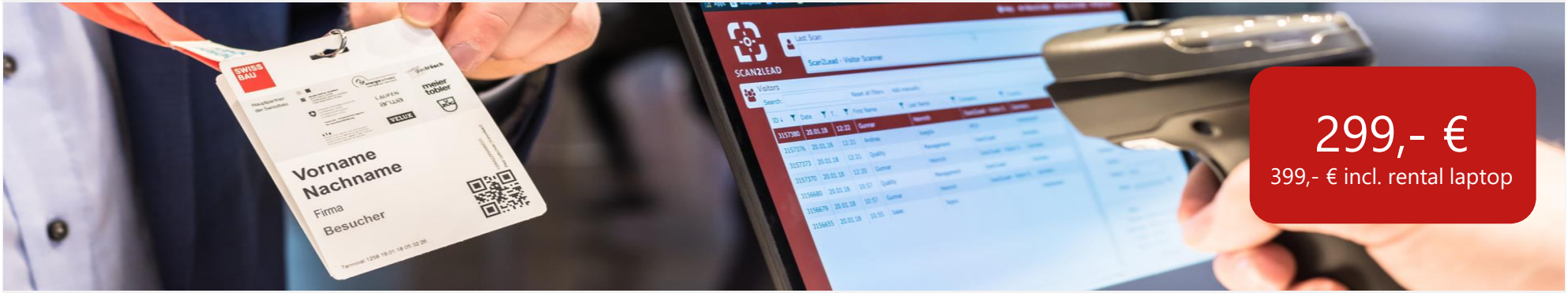
+ scanning of barcodes with mini mobile scanners
+ very simple handling (one button) - especially easy to use, quick, mobile
+ battery runs the whole show
+ no internet connection is required or computer / mobile device necessary
+ by scanning additional barcodes of individually definable lead forms interest tags can be assigned for each visitor
+ simple assignment of employees or scanning stations
+ access to the Scan2Lead PORTAL with all features
+ ideal for the rapid acquisition of a large quantity of contacts from whom not much additional information is required, e.g. during product presentations, at the beginning of a speech, perfect for exhibition staff

SCAN2LEAD STATION - ALL CONTACTS AT A GLANCE

With Scan2Lead STATION you have one eye on all your leads – on your laptop or computer.



+ includes one Scan2Lead licence for a laptop as well as a tethered scanner
+ scanning of barcodes with a handheld scanner plugged into a laptop
+ data of all scanned visitors will be displayed immediately
+ your staff has a look at the last 25 visitors („Who is visiting my booth right now?“)
+ assigning of pre-defined interest tags with the click of a mouse
+ convenient capture of notes
+ all laptops are supported (web application)
+ access to the Scan2Lead PORTAL with all features
+ rental laptops can be provided (additional fee applicable)
+ perfect for fixed work stations, e.g. at the reception desk



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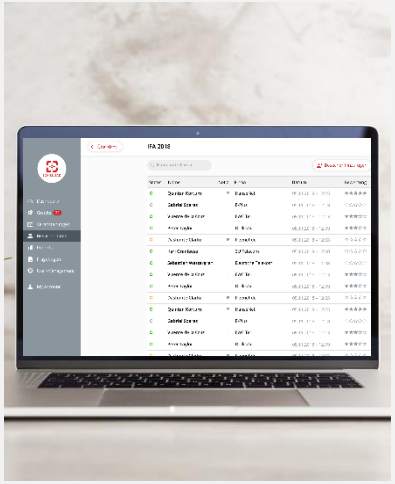
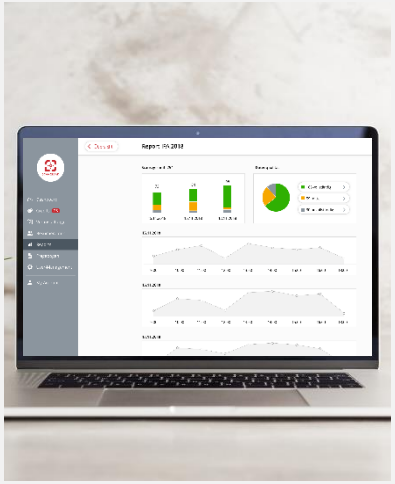
SCAN2LEAD PORTAL - ALL CONTACTS WITH ONE CLICK

In your Scan2Lead PORTAL you have all your leads with one click – anyplace, anytime.





+ web-based online portal with customised login
+ exhibitors' control centre where all leads and Scan2Lead devices can be managed securely
+ easy access to all of the captured visitor data in real time
+ administration of all Scan2Lead devices, assignment to certain employees
+ features for statistics and reports
+ export of data into Excel at the push of a button
+ setting of individual lead forms
+ access to test tickets and the Scan2Lead Help Centre

0,- €
(included in all solutions)

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SCAN2LEAD FOR EXHIBITORS AND VISITORS

The lead retrieval system offers numerous benefits for both exhibitors and visitors.

Benefits for Exhibitors

+ simple and quick capturing of data
+ no errors in data entry
+ immediate qualification of contacts by adding additional information* (memos, (voice-) notes, assigning of pre-definable interest tags)
+ digital lead form*
+ often more data available than on business cards
+ high data quality
+ data is digitally available in real time
+ direct processing is possible (CRM)

* depends on selected Scan2Lead solution

Benefits for Visitors

+ quick and straightforward transmission of their own contact details
+ full control by whom they are scanned
+ no costs
+ no business cards necessary
  → environmentally friendly
+ more dependable and sooner dispatch of requested information

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SCAN2LEAD

11 KEY FACTORS OF SUCCESS WHICH SCAN2LEAD PROVIDES FOR YOU

Why should you use Scan2Lead for digital lead retrieval? We give you 11 reasons that only Scan2Lead can offer you in this combination.

Established, reliable, stable

Scan2Lead is an established & reliable lead retrieval system, that has already been used for more than 12 years by the major trade shows and exhibitors worldwide.

Particularly for exhibitors

The Scan2Lead solutions are exactly customised for the needs of exhibiting companies at trade shows worldwide.

Easy & convenient to use

The simple and intuitive usability ensures an easy acceptance among the employees. We are happy to support you during the implementation with workshops, webinars and tutorials.

Dashboards

Extensive dashboards (e.g. scans per day/employee/ hour & comparisons with previous events/target values) turn Scan2Lead into an important management tool and provide a basis for data-driven decisions.

Measure your trade show performance

Various statistics and important key numbers on a daily basis at the push of a button - Scan2Lead provides all information you need to report to the management.

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11 KEY FACTORS OF SUCCESS WHICH SCAN2LEAD PROVIDES FOR YOU

Flexibly combinable

You can use the different Scan2Lead products separately or in conjunction. This means that the staff can be equipped as needed. All data captured with one of the Scan2Lead solutions is saved in one combined Scan2Lead PORTAL.

CRM integration

The possibility to integrate Scan2Lead directly to your CRM system accelerates your lead management even more.

Professional support

Our professional support team is at your disposal at all times via telephone, e-mail and live chat. During the show we are also onsite to support you and answer all your questions!

Quicker follow-up & higher customer satisfaction

The digital availability of your qualified visitor data enables immediate follow-ups and puts you at the top of those exhibitors who are the first to contact the trade show visitors following the event. By doing this, the likelihood of a contract increases.

Higher data quality

Only Scan2Lead gives you access to the visitors' registration data. Hereby, you often retrieve more information about your visitors which you can amend by adding individual notes.

Data protection conformity

With Scan2Lead you capture your visitors' data at the trade show booth data protection-compliant.

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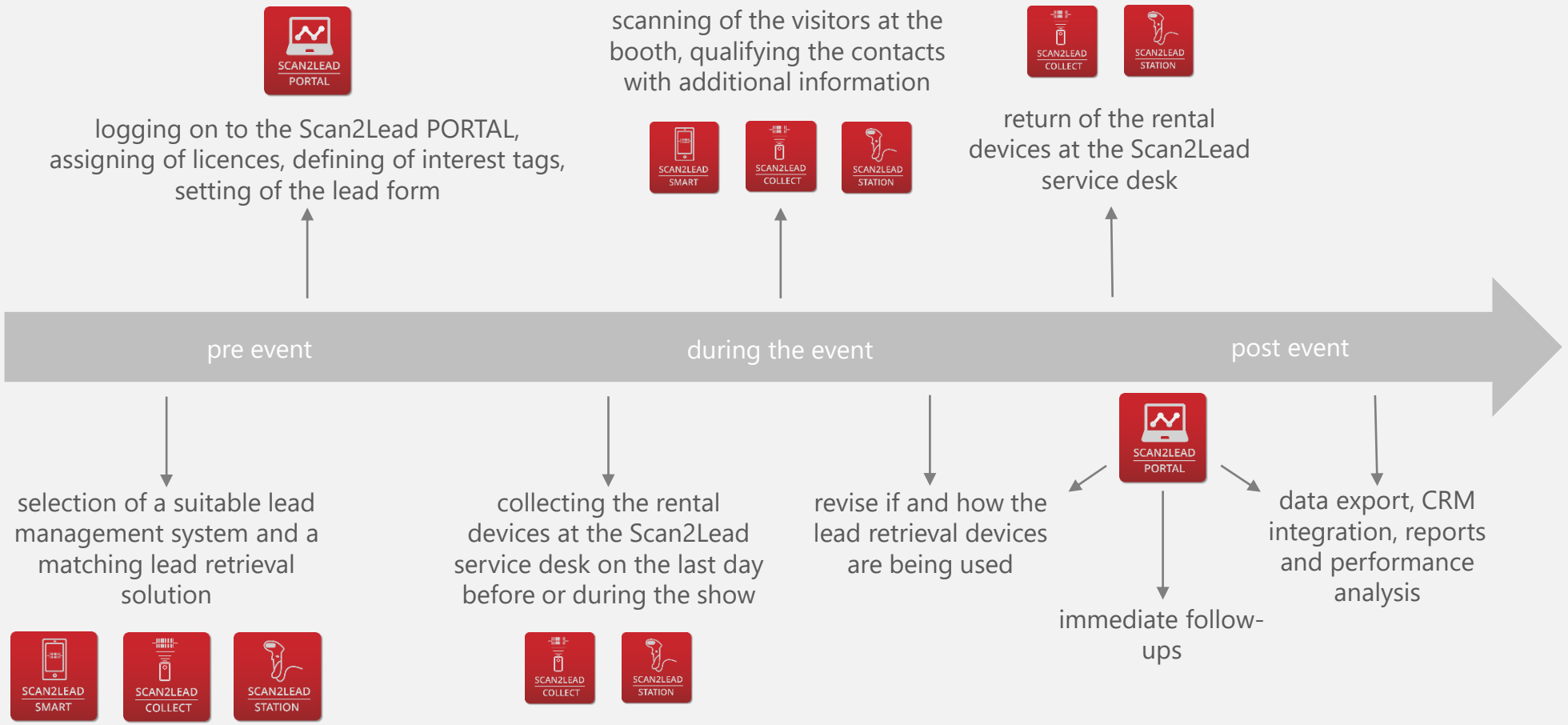
SCAN2LEAD IN THE LEAD MANAGEMENT

Scan2Lead complements and enriches your lead management process.



SCAN2LEAD SUPPORT

The Scan2Lead service and support is at your disposal at all times via e-mail, telephone, online chat and during the trade fair also in person.

+ Give us a call :
  +49 89 4444 33 112

+ Write a short e-mail:
  support@scan2lead.com

+ Visit our website:
  www.scan2lead.com

+ Contact our Scan2Lead Help Centre:
  https://support.scan2lead.com

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SCAN2LEAD

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