Scan2Lead

State-of-the-Art-Lead Retrieval for the

International Exhibition Industry

THIS IS HOW SCAN2LEAD WORKS

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

1.

2.

3.

Each visitor registers online in advance.

Each visitor passes the access control and is scanned electronically.

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

INTERFORST

Scan2Lead

SCAN2LEAD PORTFOLIO

Exhibitors can choose from **4 lead retrieval solutions** which are customised for their needs.
They can be used separately or in a mix for added value. All visitor data is stored in their Scan2Lead web portal

SCAN2LEAD SMART

+ app to scan barcodes or business cards (iOS and Android)
+ take (voice) notes or pictures to enrich and qualify leads
+ rental tablets with preinstalled app (extra cost)

SCAN2LEAD COLLECT

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

SCAN2LEAD STATION
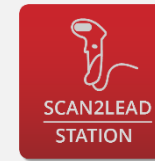
+ handheld scanner plugged into a laptop to scan barcodes
+ easily revise and enrich all data
+ rental laptops (extra cost)

INFOPOINT

+ self-service iPad with stand mount
+ tracking and storage of visitor data
+ each visitor can scan his own ticket by himself
+ visitor can fill out a lead form / request documents

INTERFORST

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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.
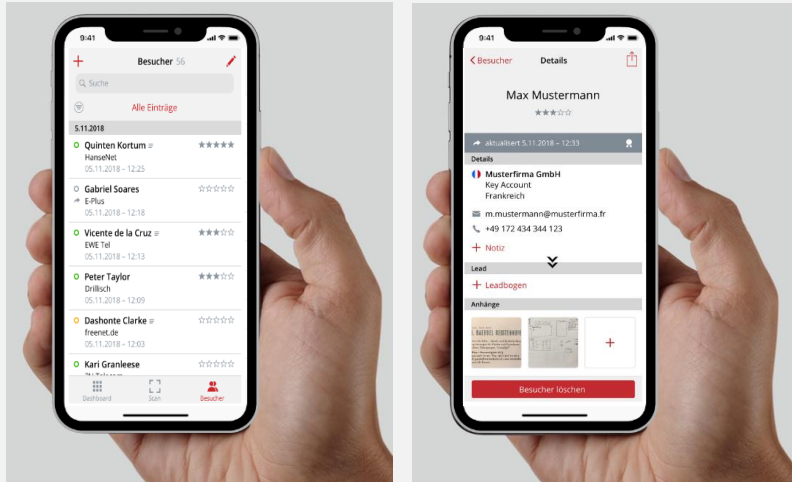
+ scanning of barcodes or business cards with a smartphone or tablet (iOS and Android) – simple, quick and mobile

+ 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

+ auto-sync after temporary offline-mode

+ access to the Scan2Lead PORTAL with all features

+ rental iPads can be provided (additional fee applicable)

+ salespeople love it

149,- €
299,- € incl. Rental iPad

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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.
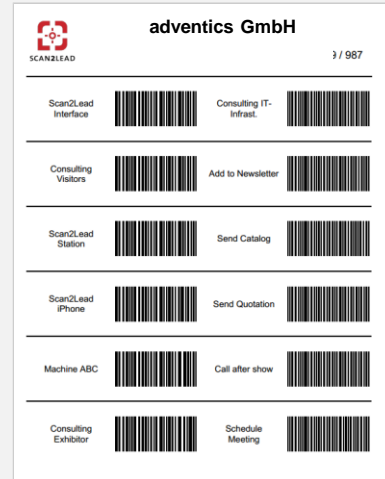
+ scanning of barcodes with mini mobile scanners
+ very simple handling (one button) - especially easy to use, quick, mobile
+ no internet connection is required or computer / mobile device necessary
+ by scanning additional barcodes of individually definable lead forms interest tags can be assigned for each visitor
+ simple assignment of employees or scanning stations
+ access to the Scan2Lead PORTAL with all features
+ ideal for the rapid capturing of a large quantity of contacts


299,- €

INTERFORST

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SCAN2LEAD STATION - ALL CONTACTS AT A GLANCE

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

- + Incl. Scan2Lead licence for a laptop and scanner
- + scanning of barcodes with a handheld scanner plugged into a laptop
- + data of all scanned visitors will be displayed immediately
- + overview of the last 25 visitors („Who is visiting my booth right now?")
- + assigning of pre-defined "interest tags" / lead form answers
- + convenient capture of notes
- + all laptops / MacBooks are supported (web application)
- + rental laptops can be provided (extra cost)
- + perfect for reception desks

299,- €
399,- € incl. rental-notebook

INTERFORST
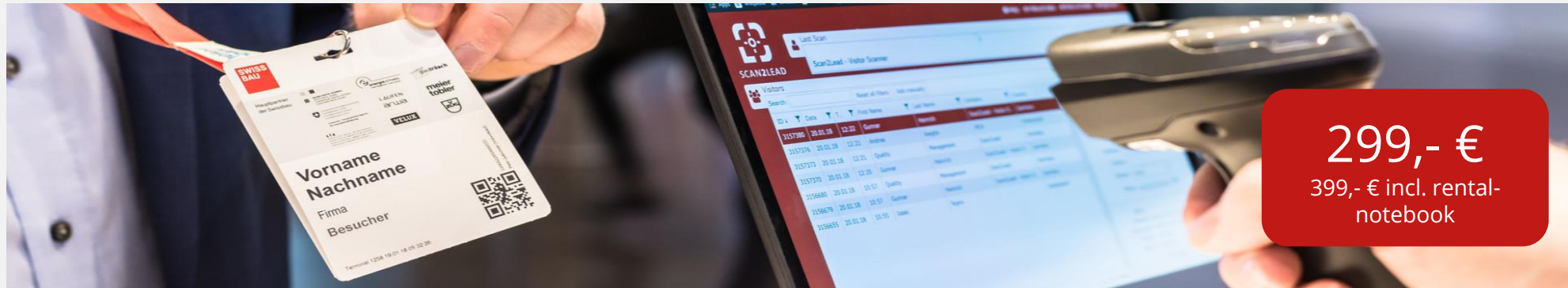
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SCAN2LEAD INFOPOINT - SELF-SERVICE STATION WITH STAND MOUNT

Fully digital customer interaction device for your booth


+ Ideal for booths that want to offer full visitor assistance
+ It provides digital support to visitors at exhibitions even when all staff members are busy
+ All visitor data recorded is stored in the exhibitor's own web portal.
+ Data can be extensively evaluated via statistics and report functions.

+ Endless areas of application:
    + Display of digital brochures
    + Competitions
    + Surveys
    + Job-Board
    + ...

549,- €

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SCAN2LEAD PORTAL - ALL CONTACTS WITH ONE CLICK

In your Scan2Lead PORTAL you have all your leads with one click – any place, any time.
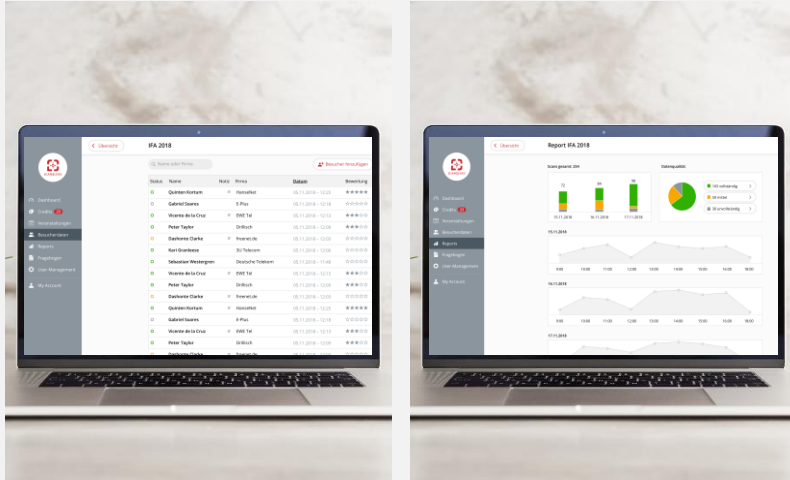
+ secure web-based online portal with customized login
+ exhibitors' control center for leads and all Scan2Lead devices
+ easy access to all captured visitor data in real time
+ user management
+ statistics, dashboards and reports
+ data export to Excel
+ configuring of individual lead forms
+ access to test tickets and the "Scan2Lead Help Center"

0,- €

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Exhibitors have a LIVE-Dashboard of all visitors at their stand

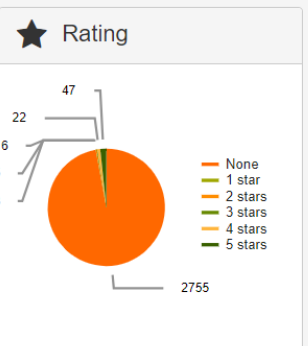## Visitors scanned

2068 unique visitors on 47 devices

364 lead forms filled out

1810 questions answered

Devices

Companies by location

Visitors per day

Lead quality

- gray
- red
- yellow
- green

120 24 83

2611

Rating

47
22
6

- None
- 1 star
- 2 stars
- 3 stars
- 4 stars
- 5 stars

2755
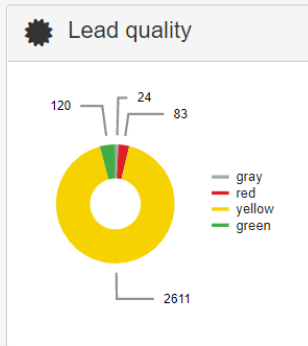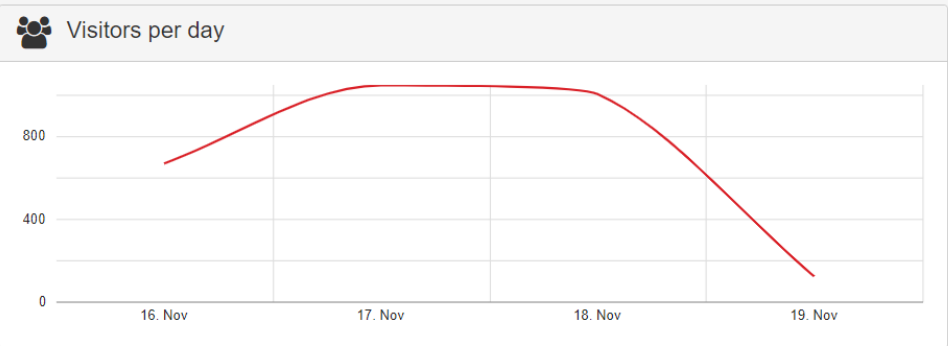
Latest scans

First Name	Last Name	Company
Volker	Mustermann	Continental
Markus	Mustermann	Miele
Christoph	Mustermann	Miele
Niklas	Mustermann	Image Engineering
Daniel	Mustermann	LUMITRONIX® LED-Technik GmbH

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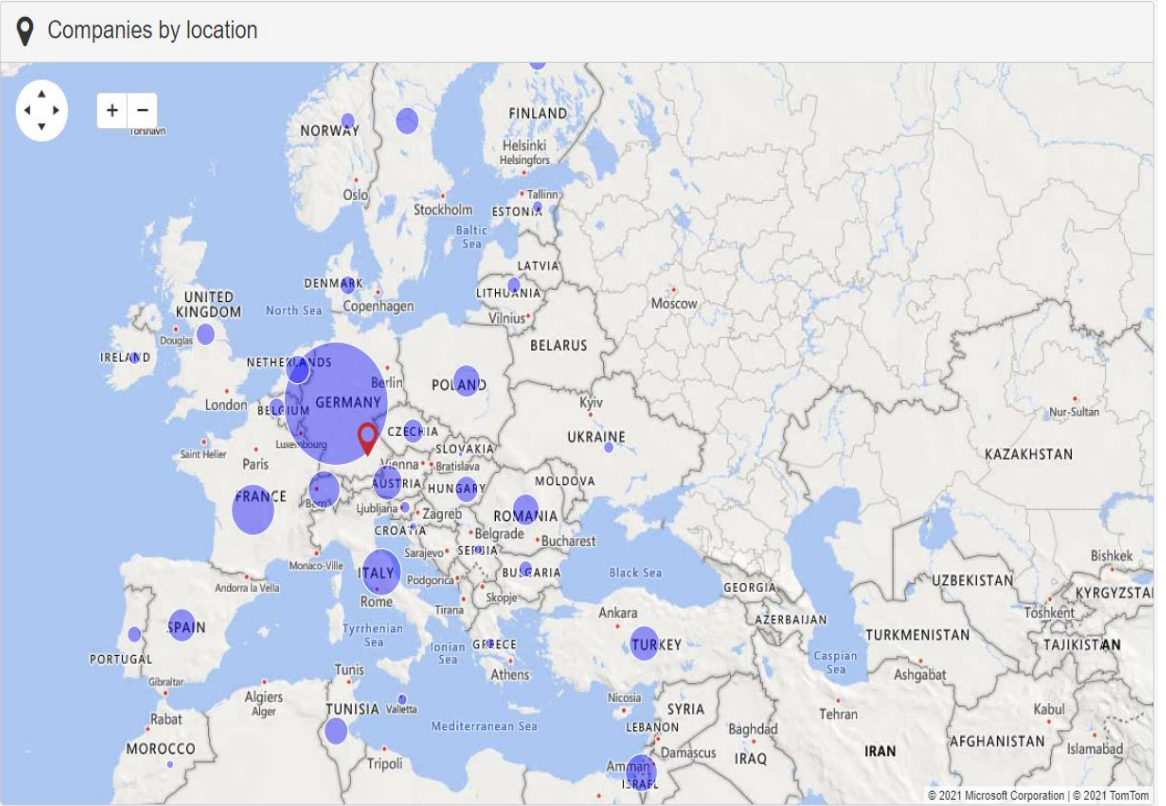
Scan2Lead

Scan2Lead – More details, support and booking

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