

Attend-eTrack™ Exhibitor Lead Retrieval Options

As a **Conference Exhibitor**, you have the option to either reserve an **electronic hand-held Attend-eTrack badge scanner** or **purchase a mobile app license key** to use throughout the tradeshow for **easy attendee lead retrieval**.

How it Works

All conference attendees will have a barcode printed on their name badge. Simply scan the barcode with the small hand-held scanner or the barcode reader within the Attend-eTrack mobile app – at which point the attendee's ID# will be electronically captured.

If you rented a scanner, check it in with onsite staff periodically throughout the show, to download your collected leads and review them live anytime via a password-protected website.

If you purchased a mobile app license key, simply navigate to the home screen and press "Sync" to upload your leads from your phone to the password-protected website. You must be connected to the internet to sync your leads.

The following lead information is listed for each entry you collected:

Attendee Name / Title / Company / Address / Phone / Email

Attendee Lead Qualifier Option

This feature is included in the rental and available upon request. In addition to scanning the barcode as outlined above, you can also add lead qualifiers. This can include up to (10) pre-set answers/responses (each barcoded) that you can scan based on the attendee's response.

Rental/Service Rates

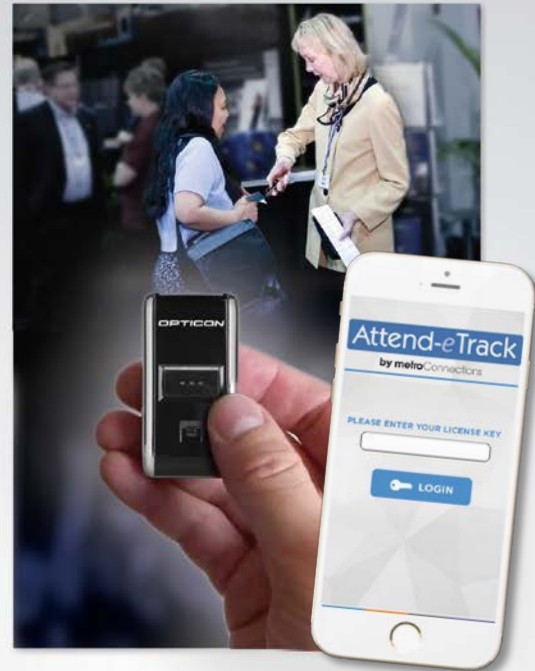
\$350.00 – Advance Reservations
(received on or before **Monday, August 13th**)
(includes Custom Lead Qualifier Option)

\$375.00 – Reservations after Monday, August 13th & Onsite Reservations (based on availability)
(includes Generic Lead Qualifier Option)

\$25.00 – Optional Insurance Fee
Insurance covers full replacement costs of a lost or damaged scanner.
Note: Without insurance a \$550.00 replacement fee will be charged for any scanner not returned in working order after the program. This only pertains to rental of handheld badge scanner. This does not pertain to the mobile app license key.

Reserve Online Today!

Make your reservation online at: www.wciexhibitor.com



Why Attend-eTrack?

No Papers – Leave your literature at home. Follow up to a targeted audience after the conference.

No Wires – Take this small thumb-sized scanner or use your own mobile device wherever you meet with attendees. Never miss an opportunity to capture a lead with this wireless web based system.

No Problem – Upload all your leads into a database with a click of a button. With the qualifier option, pinpoint your discussion topic during a post-conference follow up meeting or communication.