

Don't Forget your badge scanner!

MCI Lead Retrieval Services

Never worry about losing business cards or bad handwriting. Your time on the exhibit hall floor is limited and valuable and we want to help you make the most of it. Our system is designed to make gathering leads as easy as possible so you can focus on connecting with prospects.



Our mobile app (available for Android and iPhone devices) can be downloaded and activated in minutes. This intuitive software uses the camera on your device, making it easy and convenient to scan. Your leads sync to an online portal where you can download the entire list or separate by device into an excel file.

Prefer to use our equipment? No problem, simply choose the AT725 handheld device. Collecting leads is as easy as pushing a button and a complete list is emailed at the end of the show in a convenient excel file. Pick it up at the lead desk during setup hours and drop it off when you're done. It's that easy!



Order Online at: <https://leads.mcisemi.com/ofc2023>

Download an order form at: <https://leads.mcisemi.com/files/eventOrderForm/ofc2023/>

Barcodes are encrypted. A developer kit is required to use third party software

Our developer kits utilize the badge ID number of the attendee and an API that allows third party software to pull attendee information in real time. Kits are confirmed and sent out 2-4 weeks prior to the event once badge fields have been confirmed.

For more technical information visit:

<https://ecomm.expotools.biz/su/api/documentation/expoleadsMobileExhibitor/>

Have questions? Email us at leads@mcievents.com





Expo Leads Mobile App Activation: Android and iPhone compatible mobile app downloads to your device and uses the camera to automatically save and collect leads. Features include qualifiers, surveys, notes, and immediate follow up with text, email, or phone call right from the app. Leads sync online with a data connection and are available to download into a conveniently organized excel document.

The mobile app online management instructions, company specific log-in, and activation codes are sent approximately 2 weeks prior to the event. Online portal allows the main contact to set up custom surveys and/or qualifiers and apply to all devices. The contact can also download leads from all devices in a single document or separate by Name or Device name (entered when activating on mobile device). App and activation require an internet connection, but once set up the app can be run in offline mode. **Codes consumed on a device are non-transferrable.** Additional activations are available for a fee.



Optional Upgrade: Virtual Totebag – Upload documents to our online portal to forward to attendees as you scan badges on the exhibit hall floor. Create a custom email template and add any number of flyers, images, or web links so you can send each lead the targeted information they want. Set up links included in your email confirmation and can be modified even while onsite.

AT725 Handheld Badge Scanner:

Simple, no nonsense, 1 button badge scanning. Either button activates the dedicated laser scanner optimized to read event barcodes and automatically saves the lead to the device, all in less than a second. The full touchscreen displays the last lead taken and includes functionality to scroll or search previous leads. Users can also select preset qualifiers or add personalized notes to each lead. Devices are equipped with high-capacity batteries and do not require internet or power during the event. Available for pickup at the lead desk during setup hours.

Leads taken on the device are stored locally and emailed to the main contact after the event has ended. ***Onsite attendee registrations may not display complete information on device. Full attendee information will be reconciled when emailed at the end of the show.*** Unit can optionally be programmed with custom qualifiers and/or sync'd to a Bluetooth printer to assist your booth staff gather leads or manage drawing.

Optional Upgrade: Bluetooth Printer creates a hard copy of your leads as they are taken. Batteries are designed to last the entire event and rental includes paper for as many leads as you can take (great for drawings!)

Printers cannot be connected to more than one handheld simultaneously.

Printers may not print complete lead information.



Optional upgrade - Custom Qualifiers – Organize your leads without typing notes. Setup products, a call to action, or priority to help your team follow up and turn leads into sales! See qualifiers sheet for more information.



Damage Insurance - Replacement can cost up to \$2,000, but insurance will cover any damage to the rental unit(s) during the event, no questions asked. Just bring back the pieces. 1 fee covers all devices rented. Damaged unit must be returned for insurance to apply. Lost devices are not covered.



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Early bird pricing ends : **06 Jan 2023**
 Advanced pricing ends : **03 Feb 2023**
 Regular pricing begins : **04 Feb 2023**
 Order Online at <https://leads.mcisemi.com/OFC2023>



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| | |
|---|---|
| <p>Company: _____</p> <p>Contact Name: _____ Booth #: _____</p> <p>Billing Address _____</p> <p>City: _____ State: _____ Zip: _____</p> <p>Phone _____</p> <p>Email _____ (confirmation of your order will be sent to email provided)</p> | <p><u>Cancellation Policy</u> Cancellation requests submitted up to 14 days prior to the event will be refunded less a \$150 admin fee.</p> <p>No refunds will be granted starting 14 days prior to the event. All refund requests must be sent to leads@mcievents.com for processing or review.</p> <p>AT725 return policy There is a \$2,000.00 replacement fee for lost or unreturned devices. Devices must be returned to the lead desk within 1 hour of the expo hall closing time on the last day.</p> |
|---|---|

| Device | On or before 06 Jan 2023 | On or before 03 Feb 2023 | After 03 Feb 2023 | Quantity | Total |
|--|-----------------------------|-----------------------------|----------------------|----------|-------|
| ExpoLeads Mobile App | 399 | 449 | 499 | | |
| Additional Codes | | | 199 | | |
| Custom Qualifiers – Fill out next page | | | 99 | | |
| Virtual Totebag – Send files to attendees as you scan! | | | 199 | | |

| | | | | | |
|--|-----|-----|-----|--|--|
| AT725 Handheld Badge Scanner | 699 | 799 | 899 | | |
| AT725 Handheld Badge Scanner w/ Bluetooth Printer | 799 | 899 | 999 | | |
| Custom Qualifiers – Fill out next page | | | 99 | | |
| Damage Insurance (1 fee for all devices, does not cover complete loss) | | | 99 | | |

| | | | | | |
|----------------------------|-----|------|------|--|--|
| Developer Kit – API Access | 999 | 1099 | 1199 | | |
| Additional Credentials | | | 199 | | |

Credit cards (VISA, MASTERCARD, AMEX) are the only form of payment accepted and must be submitted with form to process.

Name on Card _____

Number: _____

Exp Date _____ CVV Code _____

By fill out and submitting this form, you acknowledge the Cancellation policy and/or AT725 Terms

Submit to leads@mcievents.com

Sub Total:

Admin Fee: \$25

Grand Total: _____

All fees are listed in USD.

Order Online at <https://leads.mcisemi.com/OFC2023>

AT725 Addon – Custom Lead Qualifiers Order Form

Complete and submit with order form. The fee for custom qualifiers is \$99

Qualifiers are a quick way to flag leads for consistency or marketing without having to type notes. Multiple qualifiers can be applied to a single lead and are stored in a 'qualifiers' column on the data download separated by a comma.

You can add up to 20 custom qualifiers – qualifiers will apply to all devices

Each code must be 20 characters or less (with spaces)

Qualifiers are single response items; no multiple choice or freeform



Standard qualifiers included with your lead service rentals are:

| | | |
|----------------------|---------------------|-------------------|
| Send Samples | Contact ASAP | Recommends |
| Send Literature | Followup 30 days | Final Say |
| Send Pricing | Followup 60 days | Large Customer |
| Provide Quote | Followup 90 days | Midsized Customer |
| Have Sales Call | Add to mailing list | Small Customer |
| Needs Technical Info | Place order at show | |
| Needs Demo | Decides Purchase | |

Provide your Custom Qualifiers below:

| | | | |
|----|--|----|--|
| 1 | | 11 | |
| 2 | | 12 | |
| 3 | | 13 | |
| 4 | | 14 | |
| 5 | | 15 | |
| 6 | | 16 | |
| 7 | | 17 | |
| 8 | | 18 | |
| 9 | | 19 | |
| 10 | | 20 | |

Data Protection Clause for Exhibitors and Sponsors

1. In accordance with European data protection regulation, in particular Regulation (EU) No. 2016/679 on the protection of natural persons with regard to the processing of personal data, MCI Group, as data controller, processes the exhibitor/sponsor's personal data for the purposes of (i) managing and organising the event, in particular the management of exhibitor/sponsor's stand (ii) managing and organising prospecting and loyalty (iii) enabling the exhibitor/sponsor to benefit from our services (iv) enabling the exhibitor/sponsor to receive our news. These data processing have as legal basis the execution of the contract: the information we collect is necessary for the implementation of the contract to which the exhibitor/sponsor has adhered, failing which the contract cannot be executed.

Exhibitor/sponsor's data are retained for the time necessary for processing purposes, namely 5 years from the end of the business relationship.

For processing purposes, the data of the exhibitor/sponsor's data - or transmitted by him - will be transmitted to the following recipients: management service providers of our Customer Relationship Manager, service providers in charge of management, event service providers (reception service providers, security, printing, etc.).

The data necessary for MCI Group to fulfil the purposes described above are those appearing on this order form. In accordance with the regulations in force, the exhibitor/sponsor benefits from a right of access, rectification, limitation, deletion and portability on his data.

The exhibitor/sponsor may also object to the processing of his personal data concerning him and lodge a complaint with the data protection and control authority. The exhibitor/sponsor may exercise his rights by sending a request to the following address : melanie.maschino@mci-group.com

2. In any event, the exhibitor/sponsor acknowledges compliance with European data protection regulations for its own processing, including Regulation (EU) No. 2016/679 on the protection of personal data, foremost among which the integrity and confidentiality of data communicated by participants and compliance with their data-retention periods. In case of communication to MCI by the exhibitor/sponsor of a personal data file, the exhibitor/sponsor acknowledges having informed and obtained the consent of the person(s) concerned by this communication.

Full agreement terms can be found here: https://s3.amazonaws.com/media.mcisemi.com/libs/DPA_Lead_Retrieval_US.pdf