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.

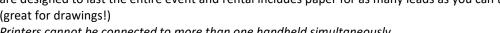
AT725 Handheld Badge Scanner:

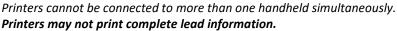
Simple, no nonsense, 1 button badge scanning. Either button activates the dedicated laser scanner optimized to read event barcodes and automatically saves the lead to the device, all in less than a second. The full touchscreen displays the last lead taken and includes functionality to scroll or search 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!)







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



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Company: Contact Name: Billing Address City: State: Phone Email (confirmation of your order will be sent to email provided)	Zip:		Cancellation re 14 days prior refunded le No refunds wi days prior to request leads@mciever AT72! There is a \$2,0 for lost or unre must be retu within 1 hour	or to the even ess a \$150 adr Il be granted to the event. A es must be sen nts.com for pr review. 5 return poli 000.00 replace eturned devic urned to the le	itted up to t will be min fee. starting 14 all refund but to rocessing or cicy ement fee es. Devices ead desk hall closing	
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 paymen submitted with form to process. Name on Card Number: Exp DateCVV Code By fill out and submitting this form, you acknowledge the Cancellation			Adn	Total: min Fee: nd Total:	\$25	
Submit to <u>leads@mcievents.com</u>				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

OFFICIAL VENDOR

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

Send Literature

Send Literature

Followup 30 days

Final Say

Followup 60 days

Frovide Quote

Followup 90 days

Have Sales Call

Add to mailing list

Small Customer

Followup 90 days

Needs Technical Info Place order at show Needs Demo Decides Purchase

Provide your Custom Qualifiers below:			
1	11	1	
2	12	2	
3	13	3	
4	14	4	
5	15	5	
6	16	6	
7	17	7	
8	18	8	
9	19	9	
10	20	0	

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