

eShowLeads

Exhibitor Lead Retrieval for Small Tradeshows and Corporate Events

eShowLeads™ (www.eshowleads.com) is a tradeshow lead retrieval system that lets exhibitors collect leads using their own Smartphone, tablet, or PC. eShowLeads eliminates the business card “fishbowl” and the manual effort required to record and manage business cards after the event. It makes lead follow-up faster and easier than ever before. Better follow-up means more success and a greater ROI for everyone.

How does eShowLeads™ work for the exhibitor?

On their Smartphone, the exhibitor logs in to the secure eShowLeads website. To collect a lead they simply key in a few letters of the attendee’s last name and choose the attendee from a short list of names extracted from the registration database – no typing! The exhibitor can add additional information, enter notes about the conversation and answer qualification questions to better prioritize the lead.

How do exhibitors get their leads after the show?

The leads are emailed to them in a spreadsheet within two (2) business days after the show.

How much additional work will be required by our team to set this up?

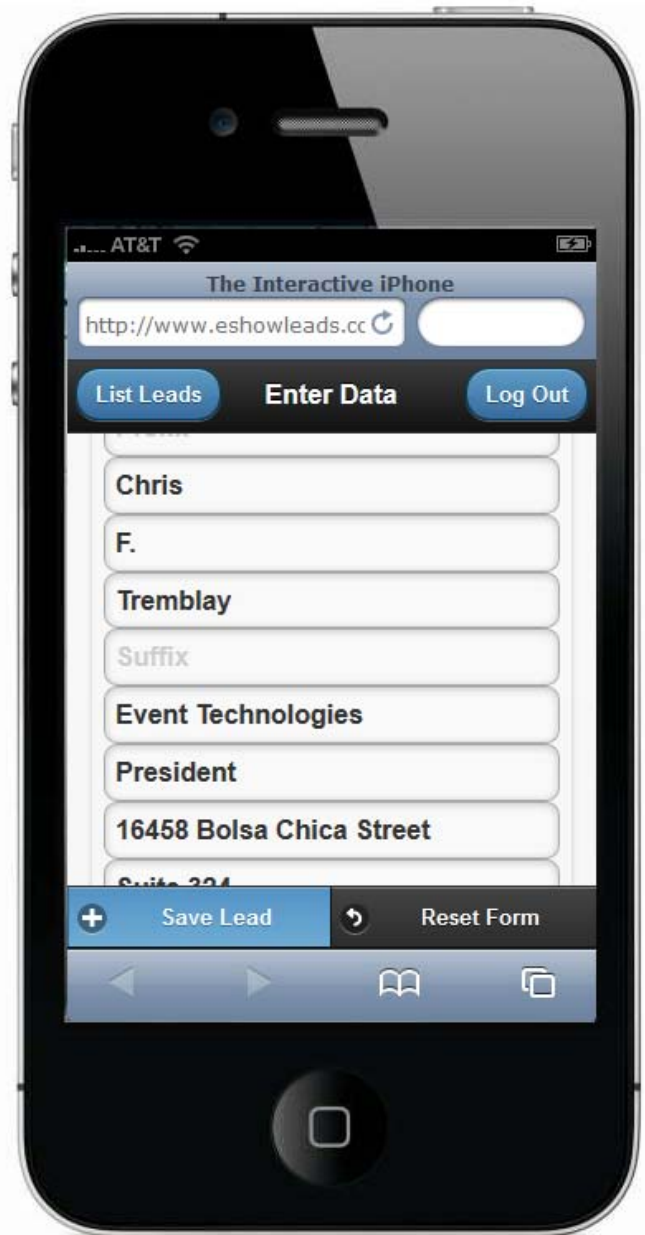
eShowLeads requires very little work on the part of the organizer beyond their current registration efforts. It is simply a matter of you sending us the list of exhibitors and the list of attendees. We will email the exhibitors to notify them that eShowLeads is available, and send them login information once they've ordered. We will be available for tech support by phone during the event.

What is required to use eShowLeads?

1. The attendee registration list in a spreadsheet format with all the info you want to supply to the exhibitors.
2. The list of exhibitors in a spreadsheet format with booth numbers and email addresses.
3. Exhibitors will need a device with a web browser and at least a 3G connection to the Internet.

Do you offer additional services?

Another service that we provide is a protected pre/post show emailing service. This service allows your exhibitors to send email marketing without giving them access to the attendee list. We protect the attendee list by acting as a middle man for sending emails. This shields your list from misuse and allows you to monitor what goes out. This service is paid for by the exhibitors at no cost to you, and has revenue sharing.



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Who gets what after the show?

1. Exhibitors get a spreadsheet containing the leads they collected.
2. Attendees get an email with a link to a webpage where they can view the booths they visited and request further follow-up from the exhibitors.
3. The Organizer gets a report with various metrics and the archive file of all leads taken.

Who pays for eShowLeads? Are there any hidden costs?

There are no hidden costs. Individual exhibitors pay us directly to use the service. That is the only charge for the service, there is no setup fee for the show organizer. Alternatively, if the show organizer wants to provide this service to all their exhibitors, we can do that as well for a flat fee.

Do we need to print barcodes on the attendee's badges?

No. Our system does not require the exhibitor to scan a barcode. The exhibitor simply keys in the first 3 letters of the attendee's last name to start the lead collection process.

Do we need to pre-register our attendees for your system to work?

Yes, we require a list of attendees in order for the system to work. Onsite walk up additions to the eShowLeads system are supported.

What if we pre-register most of the attendees, but also have onsite registration?

1. The show organizer can periodically send us an updated list of attendees and we will use that to update our database. This can be done at anytime during the show.
2. We can provide a business card scanning system that integrates with and automatically enters the attendee's info into the eShowLeads' database in real-time.
3. Any lead manually entered by an exhibitor will be put into the database. This means that an attendee who was not preregistered, will be added to the lookup database by any exhibitor that manually enters their contact info into the lead system.

Why would we choose your system over encoded badges and lead scanners that I've used or seen at other shows?

Convenience, Cost, and Quality of Leads. Getting our system setup is painless and requires almost no work on your part. It allows your exhibitors to add notes and answers to qualifying questions to each lead, which most other systems do not. You don't have to print barcodes on your badges, and best of all, it is FREE for you to provide it to your exhibitors.

What is the bottom line justification?

You already have all the attendee's info in a digital format, why would you make each exhibitor re-type that info into their database. Unqualified leads in the form of business cards all look the same two (2) days after the show. eShowLeads will give the exhibitor a list of qualified leads so they can immediately follow-up before their competition. eShowLeads helps them accomplish their main objective at the show, to sell more of their products.

Is there a guarantee?

Yes, eShowLeads comes with the following guarantees, if the exhibitor is not satisfied we will return their money. Additionally, we will not share your attendee list or exhibitor list with anyone for any reason at any time.