



Scan2Lead



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## Scan2Lead

State-of-the-Art-Lead Retrieval for the  
International Exhibition Industry



# THIS IS HOW SCAN2LEAD WORKS

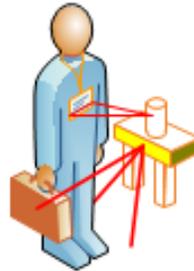
From registration to booth visit – the visitors enter their contact details while registering for the trade show and the exhibitor can easily access this data thanks to Scan2Lead.

1.



**Each** visitor registers online in advance.

2.



**Each** visitor passes the access control and is scanned electronically.



3.



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

# SCAN2LEAD PORTFOLIO

Exhibitors can choose from **4 lead retrieval solutions** which are customised for their needs.

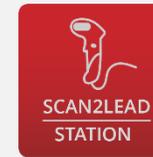
They can be used separately or in a mix for added value. All visitor data is stored in their Scan2Lead web portal



- + 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)



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



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

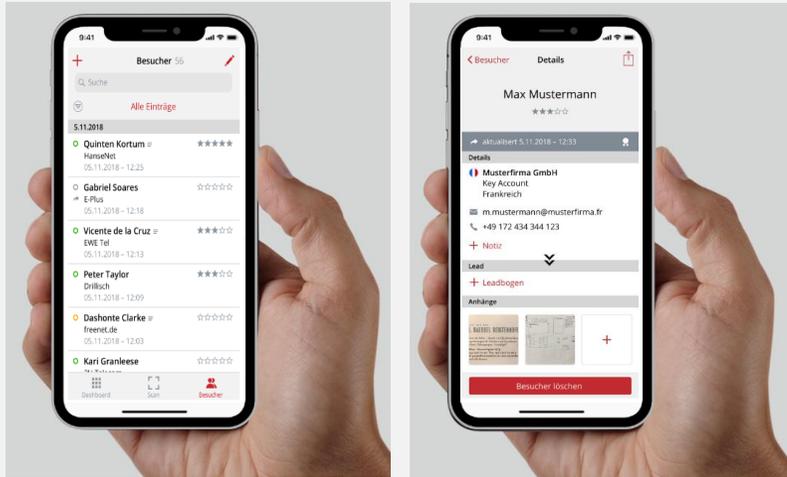


- + self-service iPad with stand mount
- + tracking and storage of visitor data
- + each visitor can scan his own ticket by himself
- + visitor can fill out a lead form / request documents



# 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.



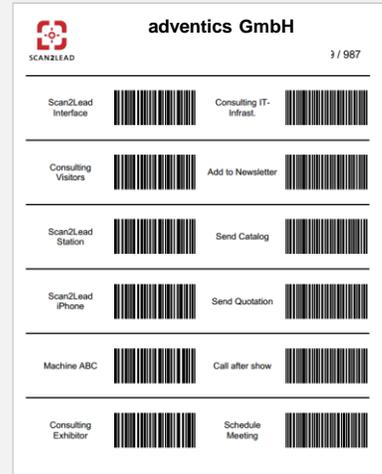
- + scanning of barcodes or business cards with a smartphone or tablet (iOS and Android) – simple, quick and mobile
- + live-data of all scanned visitors
- + adding notes – via keyboard or voice recognition
- + dynamic lead forms: selection of pre-defined interest tags
- + capture of pictures and documents
- + 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

# 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

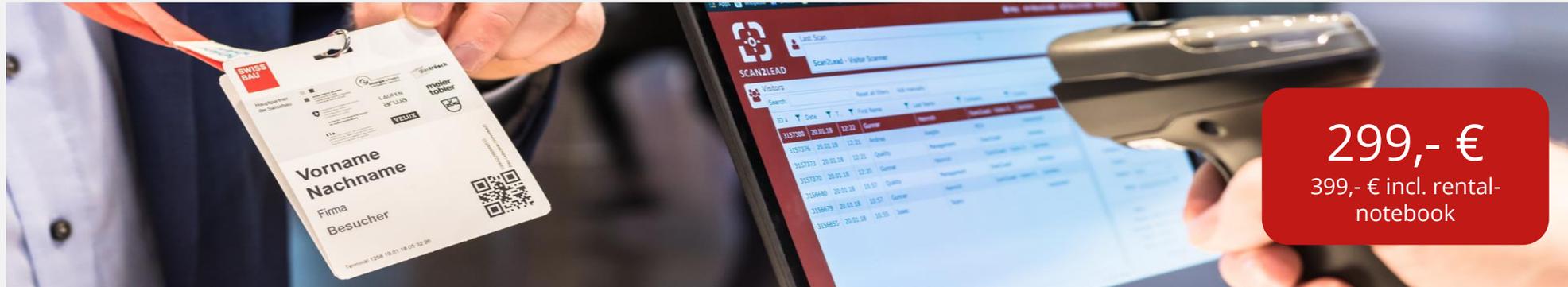


# SCAN2LEAD STATION - ALL CONTACTS AT A GLANCE

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



# SCAN2LEAD INFOPOINT - SELF-SERVICE STATION WITH STAND MOUNT

Fully digital customer interaction device for your booth

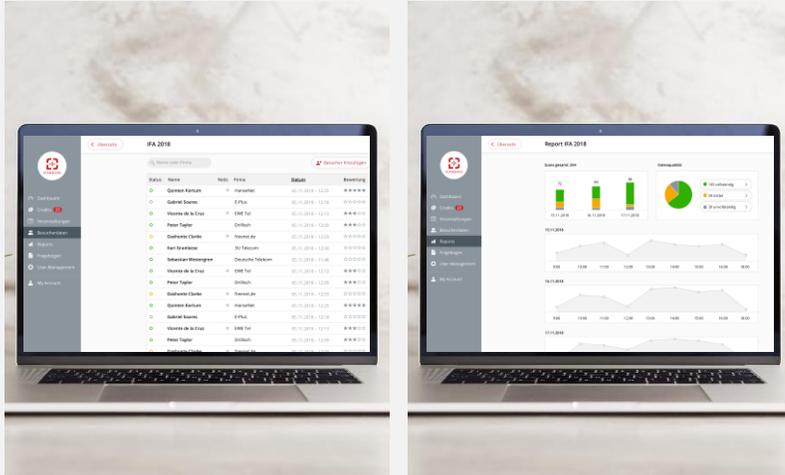


- + Ideal for booths that want to offer full visitor assistance
- + It provides digital support to visitors at exhibitions even when all staff members are busy
- + All visitor data recorded is stored in the exhibitor's own web portal.
- + Data can be extensively evaluated via statistics and report functions.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

549,- €

# SCAN2LEAD PORTAL - ALL CONTACTS WITH ONE CLICK

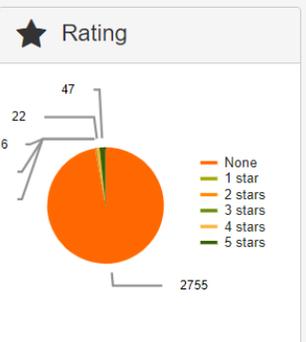
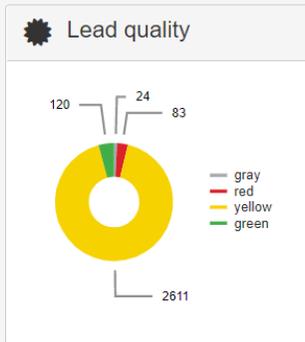
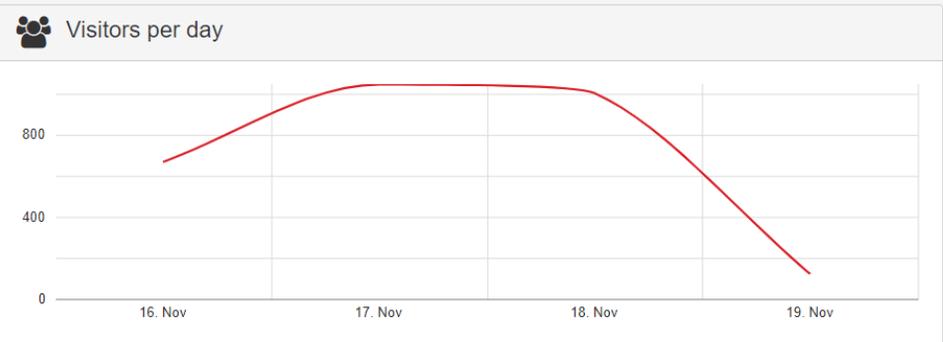
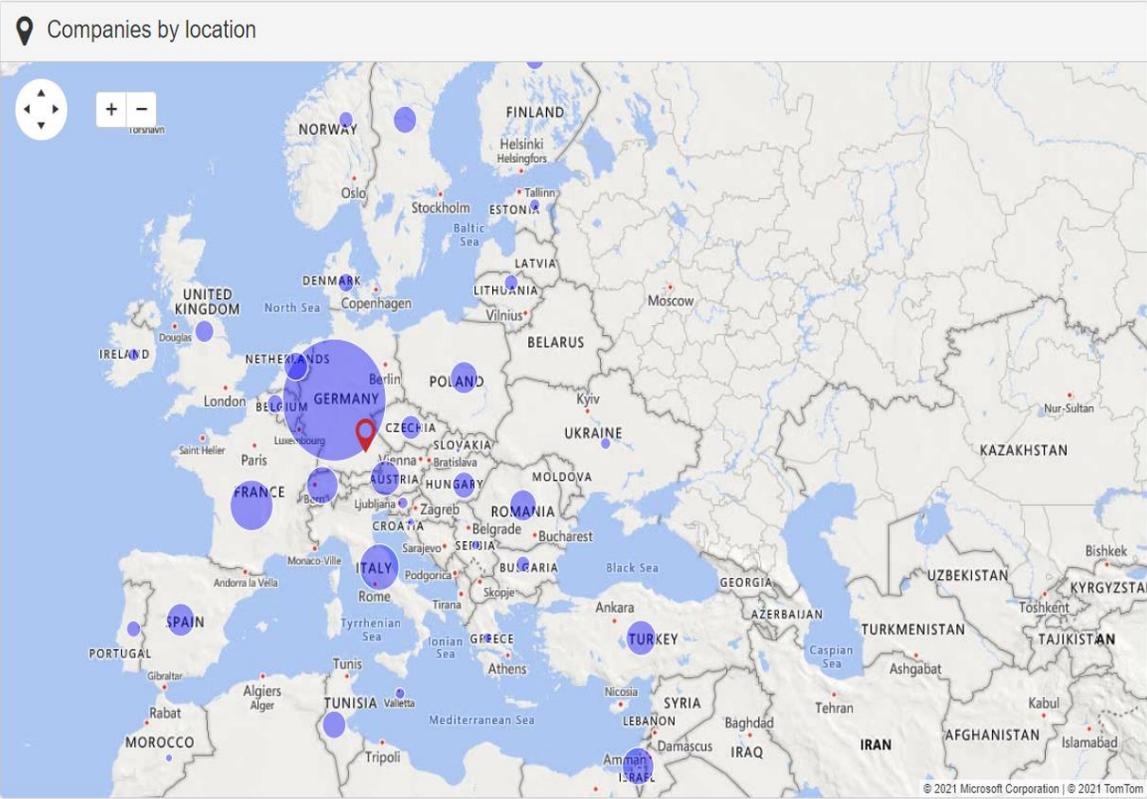
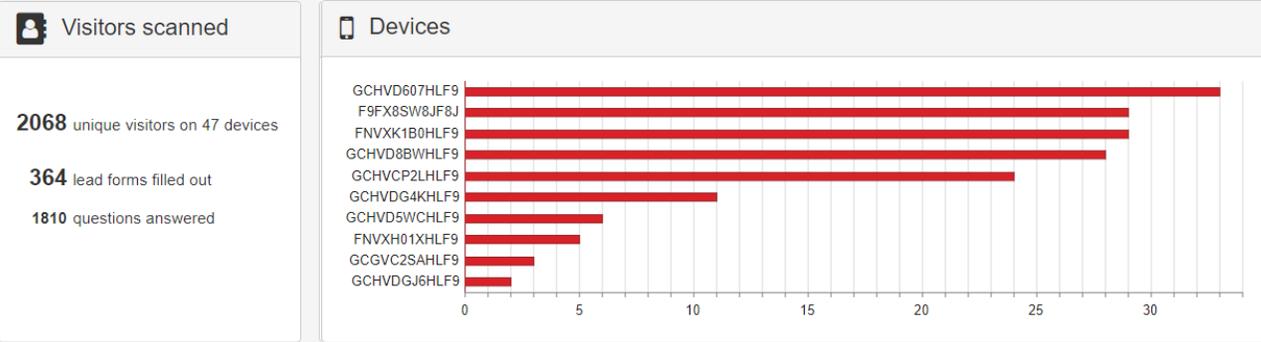
In your Scan2Lead PORTAL you have all your leads with one click – any place, any time.



- + 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"



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



### 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

## Scan2Lead – More details, support and booking

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a brand of adventics GmbH

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