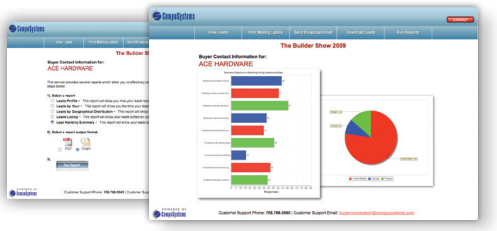
# CAPTURE & MANAGE sales leads with CompuLEAD Products!

- Obtain contact information electronically from any attendee on the show floor
- Qualify leads with follow-up action codes
- Eliminate hand-keying leads into your CRM database for quicker follow-up
- Receive complete demographic information on attendees

FREE!

## BUYERCONNECT FOLLOW-UP SERVICES included with all CompuLEAD product rentals



- Easily send a broadcast e-mail in HTML or plain text
- Print mailing labels
- Sort leads based on qualifiers or action codes
- Analyze show Return On Investment (ROI)
- Generate five reports based on various criteria from your captured leads

*Take advantage of these valuable tools and turn your leads into sales!*

*Don't forget these valuable add-ons!*

## Product Comparison Chart

| Features & Options | CompuLEAD Desktop | CompuLEAD Pro | CompuLEAD Mobile |
|---|---|---|---|
| Automatic lead printout | • | optional | |
| Ten standard lead qualifiers | • | • | • |
| Custom lead qualifiers | optional | • | optional |
| Leads contain visitor demographics | • | • | • |
| Receive leads in electronic format | optional | • | • |
| Access electronic copy of leads any time | optional | • | |
| Print extra copies of your leads any time | • | | |
| Wireless, cord-free unit that does not require electricity | | | • |
| Light-weight unit that fits in the palm of your hand | | | • |
| Electronic copy of leads automatically transferred to your PC | | • | |
| Edit prospects contact information as you scan badge | | • | |
| View, edit and sort entire prospect list at any time | | • | |
| Add electronic notes to records | optional | • | • |
| Create extensive product lists with up to 3 levels of organization | | • | |
| Create custom survey questions | optional | • | |
| Survey branding capabilities | | • | |
| Customize with your company logo and color scheme | | • | |
| Free technical support — pre-show, onsite and post-show | • | • | • |
| Real-time access to leads | optional | • | |
| Express Onsite Pickup | | | • |

## Options to enhance your Lead Retrieval Order

**Custom Lead Qualifiers** — Qualify your prospects in ways that are unique to your company. This option works just like Standard Lead Qualifiers, except you create and supply us with your own qualifiers. You can create up to 99 custom qualifiers, 21 characters long, including spaces. Simply provide your list of qualifiers when you place your order. **Option for Desktop & Mobile**.

**Keyboard** — This valuable option allows you to take electronic notes using the CompuLEAD Desktop unit. Say goodbye to handwriting your notes and hello to keying them in! **Option for Desktop**.

**Custom Survey** — Survey questions allow you to qualify your prospects and customize your post-show follow-up effort. Simply provide your survey questions with your faxed order, and we will program your survey to print on the paper lead form after a badge is scanned. **Option for Desktop**.

**Delivery, in-booth setup and training** — Have your units delivered direct to your booth. A CompuSystems technician will also set the machines up in your booth and train your staff how to use them.

**Real-time Leads** — Your leads available in real-time via our BuyerConnect website. You can visit the website at any point during or after the show to view your leads and use our follow-up tools. Leads can also be viewed off-site by proving your log-in information to anyone you choose. **Option for Desktop**.

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