

6 Tools to Maximize Your Sales Opportunities

CompuLEAD® is the most powerful way to capture sales leads on the trade show floor using your own smartphone or a rented tablet. With six distinct tools to help warm up your sales calls and boost ROI, it's a marketing plan in an app!



- 1 Collect leads on and off the show floor
- 2 Create action codes or survey questions to qualify leads
- 3 Score leads to identify your hottest prospects
- 4 Send targeted content to educate and inform prospects
- 5 Access leads any time
- 6 Transfer leads to your CRM for quick lead follow-up

Equip Your Team With the Right Tools For the Job


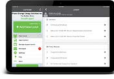

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LEAD MANAGEMENT PRODUCTS CATALOG

Performance Racing Industry 2023

PRODUCT COMPARISON CHART

	 CompuLEAD® App	 CompuLEAD® Tablet	 CompuLEAD® Kiosk
Scan badges for full contact details			
Capture demographic data			
Download app to my own phone			
Use app on rented device			
Capture leads off the show floor			
Capture leads in self-serve mode			
Pair with wireless printer*			
Qualify leads with action codes/surveys*			
Add notes to leads			
Send electronic literature*			
Export leads in CSV format			
Comply with GDPR			

*Additional charges may apply

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Generate Up to 3x More Sales Leads

M3 is an add-on to the CompuLEAD app that helps you streamline content distribution while creating another channel for your team to capture sales leads on the show floor. When coupled with CompuLEAD, this add-on will help your team generate up to 3 times more leads!

How it works:

- 1** Upload your electronic content to our secure portal
- 2** Pick up your "ready-to-go" company-branded signage at our onsite service counter
- 3** Place signage anywhere in your booth
- 4** Allow attendees to scan your signage with their smartphone to receive your content
- 5** Get an organized list of the attendees who scanned your signage in our leads portal

Benefits:

- ✓ Streamline the distribution of your electronic literature
- ✓ Collect passive sales leads while your team is busy with other prospects
- ✓ Self-serve – attendees can scan your signage when they want
- ✓ No hardware for you to rent
- ✓ No software for attendees to download
- ✓ Daily scan details sent to attendees that includes your content and company information



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LEAD MANAGEMENT PRICING CATALOG

Performance Racing Industry 2023

	10/9/23 EARLY BIRD	10/24/23 ADVANCED	STANDARD
A-la-Carte			
CompuLEAD App 1 User Activation (173A)	\$385	\$435	\$505
+ Additional User Activations (173B)	\$145	\$145	\$145
CompuLEAD Tablet (174A)	\$495	\$535	\$585
Packages			
CompuLEAD App 3 User Activations (115)	\$595	\$635	\$685
<ul style="list-style-type: none"> Download app to 3 of your smart phones or tablets to capture leads at your booth or anywhere else Qualify top prospects with custom qualifiers and surveys Send prospects up to 5 video links & 15 PDFs for quick email follow-up 			
M3 Exposure (M3E)	\$755	\$795	\$845
<ul style="list-style-type: none"> Download CompuLEAD app to 3 of your smart phones or tablets to capture leads on or off show floor Qualify top prospects with custom qualifiers and surveys Receive 1 unique M3 QR code sign to place in booth Send prospects up to 5 video links & 15 PDFs for quick email follow-up 			
CompuLEAD Tablet (114)	\$815	\$880	\$955
<ul style="list-style-type: none"> One additional app activation for your own mobile device Send prospects up to 5 video links & 15 PDFs for quick email follow-up Identify top prospects with custom qualifiers and surveys (up to 99 qualifiers & 10 survey questions) Delivery, setup and in-booth training 			
CompuLEAD Kiosk For Stand (175A) <i>or</i> Table Top (275A)	\$995	\$995	\$995
<ul style="list-style-type: none"> Kiosk stand, HD touchscreen tablet, kiosk software, integrated barcode scanner, and internet service Custom survey questions and digital content delivery system – leave your hard copies at the office Delivery, set up, training, and pickup Choose between two options preshow: stand or table top. 			
Add-ons			
M3 – In-Booth QR Code Signage (M3a)	\$199	\$199	\$199
Wireless Printer For App (287A) <i>or</i> Tablet (187A) – Only pairs to 1 device/app at a time	\$90	\$90	\$90
Delivery, Setup and In-Booth Training For App (108) <i>or</i> Tablet (08)	\$80	\$80	\$80
Lead Retrieval Product Pick-up For Tablet (09)	\$80	\$80	\$80
Custom Qualifiers and Survey Questions (05A)	\$90	\$90	\$90
Literature & Videos Delivery (LITE)	\$90	\$90	\$90
Insurance For Tablet (INS)	\$90	\$90	\$90

Processing Fee = \$25

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Cancellation/Refund Policy:

By completing this lead retrieval order, you agree to be held liable for the safekeeping and return of the lead retrieval device and its accessories. If the device or Bluetooth printer is damaged, lost, or stolen, a replacement fee of \$500 per item will be charged. If the power cord is not returned for any device, a \$100 replacement fee will be charged. If the device is not returned within one hour after the show floor closes, a \$100 late fee will be assessed. All fees will be charged to the credit card used when placing the order. CompuSystems and atEvent are not liable in the event of any hardware or software malfunction, service interruption, or loss of saved leads. No refunds on the CompuLEAD App once it has been activated. No refunds on all CompuLEAD products within 30 days of the start of the event or after the event begins. Orders canceled before that period are entitled to a full refund less a \$100 cancellation fee. If the event dates change, the original event dates will apply to the refund policy.