

EXHIBITOR LEAD RETRIEVAL SYSTEM

The CTI Meeting Technology Lead System is a state-of-the-art, fast and easy system for exhibitors to record contact information. The Lead technology runs with an app and uses a high quality bar code scanner attached to a mobile device.

Exhibition Lead Retrieval System

Rent pre-installed devices equipped with the barcode scanner. The exhibitors configuration and product information is preloaded upon collection onsite.

By simply scanning a visitor's badge with the device, the contact is entered into the exhibitor's visitor database, including custom qualifiers (e.g. products, ratings, follow up actions, GDPR statements...) and added comments. The data is synchronized with the server and can be exported as an excel file through an online platform.

Lead Retrieval Features

- Configure products and services before the congress through an online portal
- Immediate access to visitors contact information (name, address and profile information) by scanning their badge
- Complete missing contact information on the spot, take notes and automate follow-up activities
- No Wifi needed for the actual scanning process onsite
- If Wifi is available, data is synchronized continuously
- Download all data into an Excel file



Benefits

- User-friendly, light and easy.
- The scanners allow exhibitors to be mobile within their reception areas.
- Web-based interface to set up products and services with control panel to access visitors data.

- Scanned data is synched to the server on scheduled intervals.
- Data is available as soon as the synchronization is finished.



Costs to the exhibitor

- The following standard prices are available for exhibitors:
 - € 525,00 net per scanner
- This cost is per rented device including the required software systems and an unlimited number of scans.
- All billing is carried out in advance by CTI Meeting Technology. Payment can be made with Visa, MasterCard & Amex credit cards, or by bank wire transfer.
- Lead systems are rented according to CTI Meeting Technology General Terms & Conditions.
- The cost of lost, damaged or not completely returned hardware will be charged with € 1100,00 per scanner, € 50,00 per charging cable and € 50,00 per plug.

Additional Information: "Bring your own device" (Android only!)

Instead of renting the hardware including pre-installed app, exhibitors can alternatively use their mobile phones to capture leads. Please note: Our app runs on Android operating systems only!

Our EventLead application has to be downloaded pre-show via <https://portal.eventscan.eu/apps/>. To activate the app, a code will have to be purchased via the standard Lead Retrieval order form.

The fee per activation code is € 425,00. **Each code can be used one time only** and is valid for the duration of the exhibition.

Support prior, during and after the congress/exhibition is included.

Additional Information: "Webservice/API"

ESMO badges will be equipped with a 1D bar code to collect data. This will allow exhibitors to bring and use their own devices and to connect to our database via an API.

Structure: <https://portal.eventscan.eu/User/lead/ExternalLinkManual.aspx>

After receipt of an official order access to a link generator, configuration code, security token and some sample badges for testing purposes will be provided.

- **Cost/ Webservice (external devices)**

The following standard prices are available:

- € 825,00 net for Webservice Set Up + € 1,45 per set of data

Administrative Procedure

1. **Order**
Please order the required number of scanner as soon as possible, in order to guarantee the availability. **Deadline: 15 September 2023.**
2. **Order confirmation**
After receipt of your order, we will confirm the receipt, invoice and charge the amount due.
3. **Configuration of products and services**
Set up of products and services before the exhibition through an online portal. Log In details will be sent two weeks prior to the conference.
4. **Lead capture**
Pick up your iPod including scanner onsite at the lead service desk. Our staff will be available to answer your questions during the opening hours of the event. Scanned data is synchronized to the server automatically on scheduled intervals.
5. **Data provision**
After synchronization with the database you can access, check, print or download your collected data from the online database. You may add relevant information during sales conversations since not all delegates will provide their complete contact information during the registration process.

Terms and Conditions

- **GDPR:** Using this service will imply processing of personal data, e.g. when scanning the visitor badges. Note, that any processing of personal data must be in line with GDPR and other applicable data protection laws. By using our service you acknowledge your role as data controller. You are therefore responsible for, and must be able to demonstrate compliance with, the principles relating to processing of personal data (which includes having a legal ground for processing). Please note, that visitors can object being scanned without negative

consequence. They must still be granted access to the conference. For more information about this, please read the CTI Meeting Technology [privacy policy](#).

- **Important:** The exhibitor badge scanners rental (including EventLead application and API) can only be used for the lead capture within the exhibition area and the exhibitor's booth space.

Should you need badge scanners for Satellite Symposia sessions, please make a separate order with the dedicated order form to receive specific devices for this purpose. Please note that the option to use your own device is valid in the exhibition only.

- **Data:** Download of the data via the online database (print out of the list or download of an MS-Excel file). Since not all delegates will provide the registration department with the complete contact information, we cannot guarantee the accuracy of the data.
- **Services included:** Quotes are per scanning device, software and an unlimited number of scans.
- **Scanning:** Exhibitor scanners are allowed in the exhibition area only, and specifically within the exhibitor's booth.
- **Invoicing:** Invoices for the total purchase amount are sent out after receipt of order. Payment can be made via Visa, MasterCard and Amex credit cards or via bank transfer.
- **VAT:** Quotations excl. 20% Austrian VAT
- **Payment term:** Invoices must be settled within two weeks after receipt, net without any obligations to CTI Meeting Technology. Devices cannot be handed out onsite unless CTI Meeting Technology received full payment.
All payments made by credit card will be assessed a 5% processing fee, added to the invoice and charged at the time of processing.
- **Cancellation:** All orders cancelled prior to 30 days of the conference will incur a € 100,00 cancellation fee. Orders cancelled within 30 days of the conference will not be refunded.