

Marco Associates Inc. Services

Lead Retrieval



Description: Provide lead retrieval technology and support services for exhibitors at trade shows and conventions

- Benefits:**
- Associations can offer exhibitors three scanning options ensuring that the exhibitors needs are met by increasing their lead collection rate
 - Easy-to-use, customizable, handheld devices enable rapid and accurate collection of data by eliminating data-entry
 - Output files are based on the TSEA/HCEA industry standard and can be exported into many popular software packages
 - Electronic report option lowers costs by eliminating printing
 - Collected data can be: provided on paper, removable media, emailed, or uploaded directly to the internet for immediate access
 - On-site supervision by Marco ensures a trouble-free experience

· Available 2D barcode scanner, capable of reading a barcode encoded with up to 2500 characters with attached printer and removable USB flash memory stick.



· Available low-cost, 1D barcode scanner, capable of reading barcodes consisting of up to 9 characters (UPC code). Simple easy to use and requires no electricity.



Options:

· Cloud-based lead retrieval is the latest in lead management. iPads, iPhones, tablets, Androids and other Smartphones can easily collect leads using the award winning iLeads app that is a free download from the Apple or Android app store.



- All devices can be customized to collect additional sales Information
- Management reports include booth and aisle traffic analysis by time and day, top ten booths visited and lead qualification rating statistics

Excellence in Meeting and Event Services
Marco Associates, Inc.

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