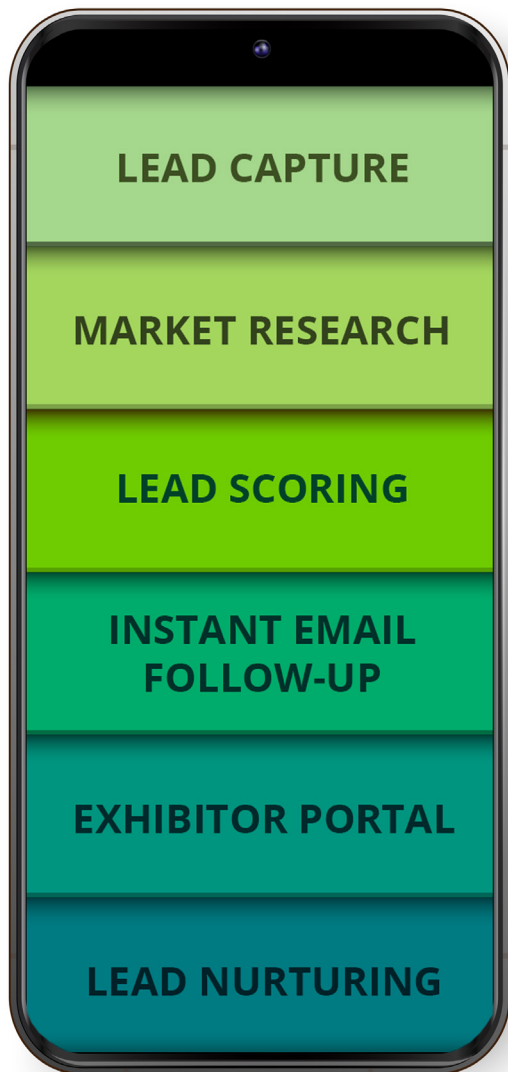


# 6 Tools to Maximize Your Sales Opportunities

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!



**LEAD CAPTURE**

**MARKET RESEARCH**

**LEAD SCORING**

**INSTANT EMAIL FOLLOW-UP**

**EXHIBITOR PORTAL**

**LEAD NURTURING**

- 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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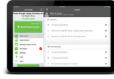







































Early Bird Pricing Ends: 9/21/22 | Advanced Pricing Ends: 10/12/22

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## LEAD MANAGEMENT PRODUCTS CATALOG

### NFMT Remix

#### PRODUCT COMPARISON CHART

|  | <br>CompuLEAD®<br>App | <br>CompuLEAD®<br>Tablet | <br>CompuLEAD®<br>Kiosk | <br>AtEvent |
|--|--|--|--|--|
| 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               |                     |                        |                       |           |
| Scan business cards                      |  |  |  |           |
| Integrate with marketing automation/CRM  |  |  |  |           |
| Comply with GDPR*                        |                     |                        |                       |           |

\*Additional charges may apply

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