



**Expo Leads Mobile:** Android and iPhone compatible mobile app downloads to your device and uses the camera to automatically save and collect leads. Features include qualifiers, surveys, notes, and immediate follow up with text, email, or phone call right from the app. Leads sync online with a data connection and are available to download into a conveniently organized excel document.

The mobile app online management instructions, company specific log-in, and activation codes are sent approximately 2 weeks prior to the event. Online portal allows the main contact to set up custom surveys and/or qualifiers and apply to all devices. The contact can also download leads from all devices in a single document or separate by Name or Device name (entered when activating on mobile device). App and activation require an internet connection, but once set up the app can be run in offline mode. **Codes consumed on a device are non-transferrable.** Additional activations are available for a fee.

#### **AT725 Handheld Badge Scanner:**

Simple, no nonsense, 1 button badge scanning. Either button activates the dedicated laser scanner optimized to read event barcodes and automatically saves the lead to the device, all in less than a second. The full touchscreen displays the last lead taken and includes functionality to scroll or search previous leads. Users can also select preset qualifiers or add personalized notes to each lead. Devices are equipped with high-capacity batteries and do not require internet or power during the event. Available for pickup at the lead desk during setup hours.

Leads taken on the device are stored locally and emailed to the main contact after the event has ended. ***Onsite attendee registrations may not display complete information on device. Full attendee information will be reconciled when emailed at the end of the show.*** Unit can optionally be programmed with custom qualifiers and/or sync'd to a Bluetooth printer to assist your booth staff gather leads or manage drawing.

**Bluetooth Printer** creates a hard copy of your leads as they are taken. Batteries are designed to last the entire event and rental includes paper for as many leads as you can take (great for drawings!) *Printers cannot be connected to more than one handheld simultaneously. Printers may not print complete lead information.*



**Virtual Totebag** – Upload documents to our online portal to forward to attendees as you scan badges on the exhibit hall floor. Create a custom email template and add any number of flyers, images, or web links so you can send each lead the targeted information they want. Set up links included in your email confirmation and can be modified even while onsite.

**Custom Qualifiers** – Organize your leads without typing notes. Setup products, a call to action, or priority to help your team follow up and turn leads into sales! See qualifiers sheet for more information.



**Damage Insurance** - Replacement can cost up to \$2,000, but insurance will cover any damage to the rental unit(s) during the event, no questions asked. Just bring back the pieces. 1 fee covers all devices rented. Damaged unit must be returned for insurance to apply. Lost devices are not covered.

### ***Barcodes are encrypted. A developer kit is required to use third party software***

Our developer kits utilize the badge ID number of the attendee and an API that allows third party software to pull attendee information in real time. Kits are confirmed and sent out 2-4 weeks prior to the event once badge fields have been confirmed.

For more technical information visit: <https://ecomm.expotoools.biz/su/api/documentation/expoleadsMobileExhibitor/>

Early bird pricing ends : **4/29/22**

Advanced pricing ends : **5/27/22**

Regular pricing begins : **5/28/22**

**Order Online at <https://leads.mcisemi.com/NABA2022>**

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Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

Billing Address \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

(confirmation of your order will be sent to email provided)

**Cancellation Policy**

Cancellation requests submitted up to 14 days prior to the event will be refunded less a \$150 admin fee.

**No refunds will be granted starting 14 days prior to the event.** All refund requests must be sent to [leads@mcievents.com](mailto:leads@mcievents.com) for processing or review.

**AT725 return policy**

There is a **\$2,000.00 replacement fee for lost** or unreturned devices. Devices must be returned to the lead desk within 1 hour of the expo hall closing time on the last day.

Device	On or before 4/29/22	On or before 5/27/22	After 5/27/22	Quantity	Total
ExpoLeads Mobile App	399	449	499		
Additional Codes	99	149	199		
Custom Qualifiers – Fill out next page			99		
Virtual Totebag – Send files to attendees as you scan!			199		

AT725 Handheld Badge Scanner*	699	799	899		
AT725 Handheld Badge Scanner w/ Bluetooth Printer	799	949	1099		
Custom Qualifiers – Fill out next page			99		
Damage Insurance			99		

Developer Kit – API Access	999	1099	1199		
Additional Credentials	99	149	199		

Credit cards (VISA, MASTERCARD, AMEX) are the only form of payment accepted and must be submitted with form to process.

Name on Card \_\_\_\_\_

Number: \_\_\_\_\_

Exp Date \_\_\_\_\_ CVV Code \_\_\_\_\_

By fill out and submitting this form, you acknowledge the Cancellation policy and/or AT725 Terms

Sub Total:

Admin Fee: \$25

Grand Total: \_\_\_\_\_

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**AT725 Addon – Custom Lead Qualifiers Order Form**

*Complete and submit with order form. The fee for custom qualifiers is \$99*

Qualifiers are a quick way to flag leads for consistency or marketing without having to type notes. Multiple qualifiers can be applied to a single lead and are stored in a 'qualifiers' column on the data download separated by a comma.

**You can add up to 20 custom qualifiers – qualifiers will apply to all devices**

**Each code must be 20 characters or less (with spaces)**

**Qualifiers are single response items; no multiple choice or freeform**

Standard qualifiers included with your lead service rentals are:

Send Samples	Contact ASAP	Recommends
Send Literature	Followup 30 days	Final Say
Send Pricing	Followup 60 days	Large Customer
Provide Quote	Followup 90 days	Midsized Customer
Have Sales Call	Add to mailing list	Small Customer
Needs Technical Info	Place order at show	
Needs Demo	Decides Purchase	

**Provide your Custom Qualifiers below:**

1		11	
2		12	
3		13	
4		14	
5		15	
6		16	
7		17	
8		18	
9		19	
10		20	

**Data Protection Clause for Exhibitors and Sponsors**

1. In accordance with European data protection regulation, in particular Regulation (EU) No. 2016/679 on the protection of natural persons with regard to the processing of personal data, MCI Group, as data controller, processes the exhibitor/sponsor's personal data for the purposes of (i) managing and organising the event, in particular the management of exhibitor/sponsor's stand (ii) managing and organising prospecting and loyalty (iii) enabling the exhibitor/sponsor to benefit from our services (iv) enabling the exhibitor/sponsor to receive our news. These data processing have as legal basis the execution of the contract: the information we collect is necessary for the implementation of the contract to which the exhibitor/sponsor has adhered, failing which the contract cannot be executed.

Exhibitor/sponsor's data are retained for the time necessary for processing purposes, namely 5 years from the end of the business relationship.

For processing purposes, the data of the exhibitor/sponsor's data - or transmitted by him - will be transmitted to the following recipients: management service providers of our Customer Relationship Manager, service providers in charge of management, event service providers (reception service providers, security, printing, etc.).

The data necessary for MCI Group to fulfil the purposes described above are those appearing on this order form. In accordance with the regulations in force, the exhibitor/sponsor benefits from a right of access, rectification, limitation, deletion and portability on his data.

The exhibitor/sponsor may also object to the processing of his personal data concerning him and lodge a complaint with the data protection and control authority. The exhibitor/sponsor may exercise his rights by sending a request to the following address : [melanie.maschino@mci-group.com](mailto:melanie.maschino@mci-group.com)

2. In any event, the exhibitor/sponsor acknowledges compliance with European data protection regulations for its own processing, including Regulation (EU) No. 2016/679 on the protection of personal data, foremost among which the integrity and confidentiality of data communicated by participants and compliance with their data-retention periods. In case of communication to MCI by the exhibitor/sponsor of a personal data file, the exhibitor/sponsor acknowledges having informed and obtained the consent of the person(s) concerned by this communication.