



## LeadReference

For years exhibitors have been offered a lead retrieval system for events.

Now there is a real alternative that goes so much further than just collecting business card information that calling it lead retrieval seems inadequate. Instead, we've named it LeadReference. It is a lead management system that will revolutionise the way exhibitors collect and manage leads at events.

LeadReference is a powerful secure system that enables you to collect, manage and follow up on your exhibition leads. That means it helps you maximise the ROI of any exhibition where LeadReference is available.

You can order LeadReference using the link provided by the organiser. Shortly before the event you will have been emailed a username and login instructions. Using these details you can login, create your lead qualification question (if you want to), print these out and get ready for your event.

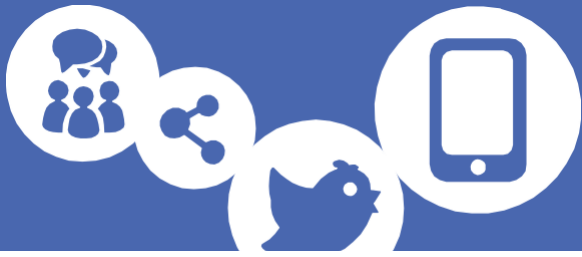
### Lead Qualification

Make the most out of the event by qualifying your leads whilst at the event – perhaps you just need to gather names and contact details but many exhibitors want to show what products are of interest, who took the lead, whether or not the prospect needs a quote and so on.

Leads	NEW Template 2016								
<ul style="list-style-type: none"><li>Dashboard</li><li>Lead Qualification Codes</li><li>Welcome Email</li><li>View Leads</li><li>All Attendee Types</li><li>Delegate</li></ul>	<ul style="list-style-type: none"><li>+ Add Question</li><li>+ Add Choice</li><li>+ Print Barcode Sheet</li><li>🗑 Delete</li></ul> <table border="1"><thead><tr><th>Name</th></tr></thead><tbody><tr><td>1. Product of interest</td></tr><tr><td>└ 1. Books</td></tr><tr><td>└ 2. Paper</td></tr><tr><td>└ 3. Digital</td></tr><tr><td>2. Quote required?</td></tr><tr><td>└ 1. Yes</td></tr><tr><td>└ 2. No</td></tr></tbody></table>	Name	1. Product of interest	└ 1. Books	└ 2. Paper	└ 3. Digital	2. Quote required?	└ 1. Yes	└ 2. No
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Here is the link to our user guide <http://leadreference.com/promo-www/downloads/LeadReference-User-Guide.pdf>

LeadReference can be provided in a way that suits your needs. The smartphone app is amazingly versatile while the barcode scanner gives you single button simplicity.



## LeadReference App

You can have the LeadReference lead management system with you wherever you are with the app.

Available on iOS and Android, the LeadReference app synchronises with your online account so you can capture leads on multiple mobile devices.

### Easy as 1 2 3

The LeadReference system is as easy as 1 2 3, all you need to do is:

1. Purchase your license via online link (provided by the organiser)
2. Download the App
3. Login to the online portal to create your lead qualification questions
4. Login to the App using the same credentials
5. Share login credentials with stand staff if multiple licenses have been purchased
6. At the event scan your leads
7. Post or during the event, login to the portal to view your leads



**Cost to Exhibitors**

**£250.00 per account, access on 1 device**

**£100.00 for each additional device**



## Exhibitor Terms and Conditions

### LeadReference App

1. Reference Technology Ltd ('RefTech') agrees to allow the company named as an exhibitor ('the Exhibitor') access to the LeadReference app
2. Should the Exhibitor choose to cancel the order, there will be no refund unless agreed in advance by RefTech.
3. The Exhibitor may collect download the app from the relevant location any time prior to the event.
4. The exhibitor must ensure that reasonable care is taken when using the app to ensure the information is stored correctly
5. RefTech accepts no responsibility for compatibility issues with devices
6. RefTech accepts no responsibility for outside influences that may affect the performance of the app, including but not limited to: lighting in the venue, bright lights, shadowing, device age and condition, device accessibility, device's camera, connection to Wi-Fi/internet
7. RefTech will take all reasonable care to ensure that the data captured via the app is delivered to the LeadReference.com web-site but cannot be held responsible for any loss of data nor for the accuracy of that data nor for any consequential losses.
8. This agreement is subject to English Law. Any disputes arising out of the agreement are to be resolved by recourse either to a UK based mediator acceptable to both parties or, failing that, action through the UK courts.
9. By maximising the use of the Lead Reference system – you will be able to get a fantastic return on your modest investment renting the system. In fact, we are so confident that if you are not completely satisfied about how you have benefited from the use of the system then we will offer a full money back guarantee\*

*\*Companies who accept their money back as part of the money back scheme may not be permitted to rent the system at other shows in future.*

*\*\* Data provided subject to GDPR and information provided by attendee.*