

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.

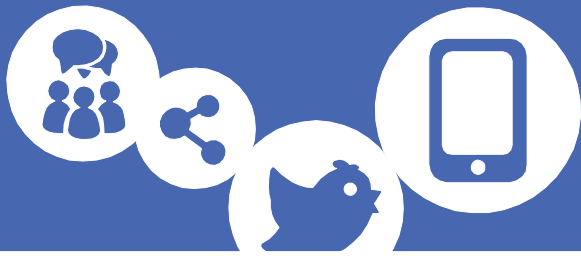
Lead Qualification

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">DashboardLead Qualification CodesWelcome EmailView LeadsAll Attendee TypesDelegate	<div><input type="button" value="Add Question"/> <input type="button" value="Add Choice"/> <input type="button" value="Print Barcode Sheet"/> <input type="button" value="Delete"/></div> <table><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