

## LEAD MANAGEMENT PRODUCTS CATALOG

2023 AASL National Conference

# 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!



- 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

Show Code: **AASL23**

Early Bird Pricing Ends: 8/21/23 | Advanced Pricing Ends: 9/5/23

Order Online: [compusystems.com/order](https://compusystems.com/order)

**LEAD MANAGEMENT PRODUCTS CATALOG****2023 AASL National Conference**

# Generate Up to 3x More Sales Leads

**M3** is an add-on to the CompuLEAD app that helps you streamline content distribution while creating another channel for your team to capture sales leads on the show floor. When coupled with CompuLEAD, this add-on will help your team generate up to 3 times more leads!

## How it works:

- 1** Upload your electronic content to our secure portal
- 2** Pick up your "ready-to-go" company-branded signage at our onsite service counter
- 3** Place signage anywhere in your booth
- 4** Allow attendees to scan your signage with their smartphone to receive your content
- 5** Get an organized list of the attendees who scanned your signage in our leads portal

## Benefits:


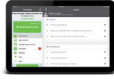

- ✓ Streamline the distribution of your electronic literature
- ✓ Collect passive sales leads while your team is busy with other prospects
- ✓ Self-serve – attendees can scan your signage when they want
- ✓ No hardware for you to rent
- ✓ No software for attendees to download
- ✓ Daily scan details sent to attendees that includes your content and company information

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#### PRODUCT COMPARISON CHART

|  | <br>CompuLEAD®<br>App | <br>CompuLEAD®<br>Tablet | <br>CompuLEAD®<br>Kiosk |
|--|---|---|--|
| 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               |   |   |  |
| Comply with GDPR*                        |   |   |  |

\*Additional charges may apply

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# LEAD MANAGEMENT PRICING CATALOG

## 2023 AASL National Conference

|  | 8/21/23<br>EARLY BIRD | 9/5/23<br>ADVANCED | STANDARD |
|--|-----------------------|--------------------|----------|
| <b>A-la-Carte</b>  |                       |                    |          |
| <b>CompuLEAD App 1 User Activation</b> (173A)  | \$380                 | \$430              | \$500    |
| + Additional User Activations (173B)   | \$140                 | \$140              | \$140    |
| <b>CompuLEAD Tablet</b> (174A)   | \$490                 | \$530              | \$580    |
| <b>Packages</b>  |                       |                    |          |
| <b>CompuLEAD App 3 User Activations</b> (115)  | \$595                 | \$630              | \$675    |
| <ul style="list-style-type: none"> <li>Download app to 3 of your smart phones or tablets to capture leads at your booth or anywhere else</li> <li>Qualify top prospects with custom qualifiers and surveys</li> <li>Send prospects up to 5 video links &amp; 15 PDFs for quick email follow-up</li> </ul>  |                       |                    |          |
| <b>M3 Exposure</b> (M3E)   | \$755                 | \$790              | \$835    |
| <ul style="list-style-type: none"> <li>Download CompuLEAD app to 3 of your smart phones or tablets to capture leads on or off show floor</li> <li>Qualify top prospects with custom qualifiers and surveys</li> <li>Receive 1 unique M3 QR code sign to place in booth</li> <li>Send prospects up to 5 video links &amp; 15 PDFs for quick email follow-up</li> </ul>  |                       |                    |          |
| <b>CompuLEAD Tablet</b> (114)  | \$755                 | \$830              | \$915    |
| <ul style="list-style-type: none"> <li>One additional app activation for your own mobile device</li> <li>Qualify top prospects with custom qualifiers and surveys</li> <li>Send prospects up to 5 video links &amp; 15 PDFs for quick email follow-up</li> <li>Identify top prospects with custom qualifiers and surveys (up to 99 qualifiers &amp; 10 survey questions)</li> <li>Delivery, setup and in-booth training</li> </ul> |                       |                    |          |
| <b>CompuLEAD Kiosk</b> (175A)  | \$995                 | \$995              | \$995    |
| <ul style="list-style-type: none"> <li>Kiosk stand, HD touchscreen tablet, kiosk software, integrated barcode scanner, and internet service</li> <li>Custom survey questions and digital content delivery system – leave your hard copies at the office</li> <li>Delivery, set up, training, and pickup</li> <li>Two options: stand or table top.</li> </ul>   |                       |                    |          |
| <b>Add-ons</b>   |                       |                    |          |
| <b>M3 – In-Booth QR Code Signage</b> (M3a)   | \$199                 | \$199              | \$199    |
| <b>Wireless Printer</b> For App (287A) or Tablet (187A) – Only pairs to 1 device/app at a time   | \$90                  | \$90               | \$90     |
| <b>Delivery, Setup and In-Booth Training</b> For App (108) or Tablet (08)  | \$80                  | \$80               | \$80     |
| <b>Lead Retrieval Product Pick-up</b> For Tablet (09)  | \$80                  | \$80               | \$80     |
| <b>Custom Qualifiers and Survey Questions</b> (05A)  | \$90                  | \$90               | \$90     |
| <b>Literature &amp; Videos Delivery</b> (LITE)   | \$90                  | \$90               | \$90     |
| <b>Insurance</b> For Tablet (INS)  | \$90                  | \$90               | \$90     |

Processing Fee = \$25

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**Cancellation/Refund Policy:**

By completing this lead retrieval order, you agree to be held liable for the safekeeping and return of the lead retrieval device and its accessories. If the device or Bluetooth printer is damaged, lost, or stolen, a replacement fee of \$500 per item will be charged. If the power cord is not returned for any device, a \$100 replacement fee will be charged. If the device is not returned within one hour after the show floor closes, a \$100 late fee will be assessed. All fees will be charged to the credit card used when placing the order. CompuSystems and atEvent are not liable in the event of any hardware or software malfunction, service interruption, or loss of saved leads. No refunds on the CompuLEAD App once it has been activated. No refunds on all CompuLEAD products within 30 days of the start of the event or after the event begins. Orders canceled before that period are entitled to a full refund less a \$100 cancellation fee. If the event dates change, the original event dates will apply to the refund policy.

**ATTENDEE LIST PRICING**

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# Drive Traffic to Your Booth

Maximize traffic to your booth with TrafficMax attendee list marketing services. This user friendly, online attendee list and marketing system will help you reach qualified buyers for your products and services. It's never been easier to market your presence at the show and also help ensure a return on your exhibiting investment.

**Order Online:**

## TrafficMax Attendee List Marketing Service

### Attendee List Use

Mine the attendee data to create a targeted list for marketing purposes. List is provided in either a csv or tab delimited format.  
**Email addresses NOT included.**  
**Please note: You must use Internet Explorer, Google Chrome or Firefox to download your list.**

### Broadcast Email

Create and send a broadcast email to the list you select right through TrafficMax®. This flexible system supports HTML and plain text email messages and even includes a tracking report for HTML emails.  
**Please note: You will not receive a copy of the attendee list.**

|                   | MINIMUM ORDER | COST PER RECORD | SETUP FEE |
|-------------------|---------------|-----------------|-----------|
| Attendee List Use | \$350         | \$0.20          | -         |
| Broadcast Email   | \$350         | \$0.20          | \$75      |

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