

## Lead Management Solutions

ITN International's lead management ecosystem allows you to maximize your tradeshow experience by providing real-time access to your leads. Use our award-winning customizable devices to easily scan, manage and follow-up with your leads instantaneously.

### Mobile BCARD™ Reader



- Mobile handheld device with integrated reader. Scan *anywhere, anytime* during the event
- Award-winning operation. Easy to use, vibration feedback
- Leads uploaded and available online in real-time during the event
- Pre-programmed with standard survey options. Customizations available

Mobile BCARD™ Reader provided by ITN are RFID enabled smart phones which read data stored on an RFID badge credential (BCARD). When a Mobile BCARD™ Reader device is placed near a BCARD, data transmits from the badge and is stored on the mobile device.

You may then qualify the data by using the default follow-up question provided, or customize your own (see ITN for details). You also have the ability to edit the contact details of a record and enter notes.

Mobile BCARD™ Reader mobile devices provided by ITN use cellular services to transmit data to ITN's secure website where it remains available for download during and after the show. Data access instructions are emailed and are also available at the Lead Retrieval Service Desk onsite.

*NOTE: Lead data is always stored on the non-volatile memory of the device and can be accessed by ITN when cellular signals are not available. Actual device may vary.*

### PC BCARD™ Reader



PC BCARD™ Reader is an easy-to-use software application that includes a badge reader that connects to your PC computer via USB.

The software is easy to configure, allowing you to build a custom electronic lead form quickly on-site. 8 questions are available, each with a maximum of 14 answers. Easily enter notes, sales reps, products, and follow-up action items. PC BCARD™ Reader is compatible with Windows 2000, XP, Vista\*, Win7\* (administrator login required for successful install). Instant reports can be generated on screen, on demand. PC not included.

BCARD Reader Online is ideal for exhibitors who want a visually branded experience and a thoroughly customized electronic lead form (customized by our staff, advance orders). BCARD Reader Online is network-ready and web-ready. PC not included. To design a BCARD Reader Online custom solution, please contact us.

*\*When Vista or Win7 installation is not possible, PC BCARD™ Reader will be substituted with a Mobile BCARD™ Reader device.*

## Additional Options

**Wireless Printer:** Print complete contact details and survey information from the Mobile BCARD™ Reader device. Connect up to three Mobile BCARD™ Reader devices to each Wireless printer. Additional paper rolls included.

**Wireless Keyboard:** The cable-free Wireless Keyboard is the perfect productivity companion for the Mobile BCARD™ Reader device and features 5 full rows of 75 full size keys in a QWERTY keyboard layout for a desktop keyboard feel.

**Replacement Coverage:** Protect yourself against liability from theft or accidental damage to an ITN device. You must report loss or damage to the Exhibitor Services Desk before show close. To honor our policy for lost/stolen units, a police/security report must be forwarded to the assigned ITN representative. Contact us for details.

**Questionnaire Customization:** Use our self-service, web-based customization tool at <http://www.bcard.net/es/customizer>. Create up to 5 custom questions (each with up to 10 answers). Your customization instructions must be received by ITN at least one week before show open. Your custom survey will be pre-loaded onto the device and will be available for pick-up at the Lead Retrieval Service Desk ready to go. Certain restrictions may apply.

**Email Follow-up Service:** Our post-show follow up service delivers a customized, personalized HTML (or plain text) email message to the list you generate at your booth using our device(s). Emails may contain file attachments and embedded URL's driving prospects to your website. Your follow-up campaign is sent within 48 hours of show-close. Delivery report included.