

Marco Associates Inc. Services

Lead Retrieval



Description: Provide lead retrieval technology and support services for exhibitors at trade shows and conventions

- Benefits:**
- Associations can offer exhibitors two scanning devices ensuring that the exhibitors needs are met by increasing their lead collection rate
 - Easy-to-use, customizable, handheld devices enable rapid and accurate collection of data by eliminating data-entry
 - Output files are based on the TSEA/HCEA industry standard and can be exported into many popular software packages
 - Electronic report option lowers costs by eliminating printing
 - Collected data can be: provided on paper, removable media, emailed, or uploaded directly to the internet for immediate access
 - On-site supervision by Marco personnel ensures a trouble-free and profitable exhibitor experience

· Available 2D barcode scanner, capable of reading a barcode encoded with up to 2500 characters with attached printer and removable USB flash memory stick. These units have been used by over a million exhibitors since their introduction and are familiar and trusted by many exhibitors.



Options: · Available low-cost, 1D barcode scanner, capable of reading a barcode consisting of up to 9 characters (e. g. UPC code). With optional, customizable lead qualifiers.



- All devices can be customized to collect additional sales information
- Management reports include booth and aisle traffic analysis by time and day, top ten booths visited and lead qualification rating statistics