

## CTI EXHIBITOR LEAD RETRIEVAL SYSTEM

CTI's Lead Retrieval System is a state-of-the-art, fast, and intuitive way for exhibitors to collect and record visitor contact information at your event/s. Our technology is app-based and uses a high-quality barcode scanner physically attached to a provided iOS mobile device (iPod Touch).

### Exhibitor Lead Retrieval System

In advance or at an onsite CTI booth, exhibitors rent iOS-driven iPod Touch devices equipped with a barcode scanner. Exhibitors can configure and preload their desired lead collection details in advance or onsite at the time of device pick-up.

By simply scanning a visitor's badge with the iOS device, exhibitors "enter" visitor contact information into their personalized collection portal, including relevant product information and added comments. The data is synchronized with the server and can be exported through CTI's online platform as an Excel file.

### Lead Retrieval System Features

- Products and services can be configured through CTI's online portal pre-event.
- All hardware is provided by CTI
- Badge scan yields immediate access to visitor contact information (name, address, and profile information)
- Add additional visitor information on the spot, including updated contact information, product interest details, and notes
- Follow-up activities for individual visitors can be scheduled in the moment
- Quick scan mode for scanning delegates at industry and satellite symposia.
- No Wifi/internet connection required for the onsite scanning process (no synchronous data sync)
- All collected data can be exported/downloaded as an Excel file.



## Exhibitor/Symposium User Benefits

- User-friendly, light, and intuitive
- Wireless scanning tool frees users to be mobile within their booths, meeting rooms, and reception areas
- Secure, web-based interface offers options to set up products/services as well as a dashboard/control panel to access visitor/attendee data
- On- or offline scanning is possible, including a fast-scan setting for symposia/off-site events
- Data is available immediately upon synchronization

## Scan Options

### 1. **“Scan and Add” details (In-booth system)**

Visitors are recorded and saved into individual exhibitor databases. Additionally, data, comments, products, and interests can be added.



### 2. **Symposia scan**

Visitors are saved into individual databases, but the device is configured for “fast-scan” and offers fewer input and syncing options. Most practical for off-site (non-booth) occasions like satellite events/symposia, drawings, and socials.

## Costs to the exhibitor

- The following standard prices are available for exhibitors:
  - In-booth: € 420,00 net per device, including scanner
  - Symposia scan: € 375,00 net per device, including scanner and collection staff (3-hr maximum rental period)
- Costs are per rented device, including the required software systems, staff (symposium scanning only), and an unlimited number of scans/amount of prepared individual data.



- Orders placed post-deadline (usually 4 weeks before event) are subject to an additional € 100,00 net.
- Per CTI Meeting Technology General Terms & Conditions, a penalty of € 550,00 per scanner, € 550,00 per iPod, € 50,00 per charging cable, and € 50,00 per plug will be assessed for any lost, damaged, or incompletely returned hardware.

## Administrative Procedure

1. **Order**  
Please order the required number of iOS devices (iPod Touches) as soon as possible, to guarantee availability and lock in your early-bird rate (deadline August 26, 2016).
2. **Order confirmation**  
After receipt of your order, we will confirm the receipt, invoice details, and charge the amount due in full.
3. **Configuration of products and services**  
After your payment has been received, you will receive pre-event instructions for how to set up your products and services through an online portal. Log In details will be sent two weeks prior to the conference.
4. **Lead capture**  
Pick up your device, including barcode scanner, onsite at the lead service desk. Our staff will be available to answer your questions during the opening hours of the event. Scanned data is synchronized to the server automatically on scheduled intervals.
5. **Data provision**  
After synchronization with the database you can access, check, print, and/or download your collected data from the hosted online database. The CTI system allows you to add additional relevant details and complete visitor contact information (if needed) during sales conversations.

## Terms and Conditions

- **Data limitations:** The data captured by CTI lead retrieval and tracking systems is only as accurate as the data provided by delegates during their registration process, and cannot be guaranteed. Users are encouraged to double-check scanned data with their visitors at the point of collection. Your personalized data set is available to users via the online database post-event, either as a printed list or downloaded MS-Excel file.



- **Services included:** Quoted prices include: iOS scanning device, software, and an unlimited number of scans.
- **Scanning:** Scanning is only allowed in your designated booth unless otherwise agreed by the event organizer (ESMO).
- **Invoicing:** CTI Meeting Technology will invoice for the total purchase amount following receipt of your order. Payment can be made via Visa, MasterCard, and American Express credit cards or via bank transfer.
- **VAT:** Quoted prices do not include an additional 20% Austrian VAT. VAT will be included on your invoice.
- **Payment terms:** Invoices must be settled within two weeks after receipt, net, without any obligations to CTI Meeting Technology. Devices will not be distributed unless CTI Meeting Technology has received payment in full.
- **Order deadline:** After the ordering deadline, CTI Meeting Technology does not automatically accept orders. Acceptance of late orders will be confirmed separately and are subject to an additional surcharge.
- **Cancellation:** All orders cancelled prior to 30 days of the conference will incur a € 100,00 cancellation fee. Orders cancelled within 30 days of the conference will not be refunded.
- **General Terms and Conditions:** This business and its activities are subject to the General Terms and Conditions of CTI Meeting Technology GmbH.