

PepTalk 2015

Fax or mail order to: CTE

981 Busse Road, Elk Grove Village, IL 60007

Fax: 847-759-6942 Phone: 847-759-4242

View package descriptions and pictures at www.cteusa.com/rover

To order on line go to (<http://www.cteusa.com/LG/CHI86>)

PACKAGE DESCRIPTION and INFORMATION

Your show management has chosen to offer Lead Management Services for this event. This will allow you, as an exhibitor, immediate access to valuable data on your potential customers. The Lead Management System provides access to demographic information as provided by the attendee (and approved by show management).

CTE

LeadNet: Use your own iPad, mobile phone or laptop to collect leads. Purchase and download the CTE Lead Management Application* to utilize your device to capture your leads in real time. A full service Fulfillment site will be available to access your information anytime you have a network connection.
*Internet or cellular data plan required.



Rover: A handheld portable data collection system with LCD display. No electrical needed. Unit will be downloaded and the data will be emailed in Excel format at the end of show (The data will also be available in other formats on a web site which will be on the return receipt). The exhibitor simply scans the attendee 2D Barcode and the Rover reads and stores all of your sales leads and displays them on the LCD screen.
*No electrical needed.



Pick up your equipment at the LEAD RETRIEVAL BOOTH and bring it back at the end of the show. Our staff will instruct and show you how to use the equipment.

Create a custom response. Designate up to 20 standard single item responses (E.G. "Send Literature", "Call", etc.) Indicate appropriate follow-up with the attendee. See custom code response sheet.

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20 Standard Scan Codes Are Provided With All Lead Retrieval Packages

CTE will provide you with a standard scan code sheet onsite when you obtain your lead retrieval package.

How do we use it?

When a prospect enters your booth, first you scan the prospect's badge. Then, using the tap screen you may access the 20 standard qualifiers. You may select however many of the 20 standard codes that apply as qualifiers for your prospect.

How is the information captured?

The scan codes will be captured in electronic format and may be printed in you order the Add on Printer.

The 20 standard codes are:

1. Send Literature
2. Send Samples
3. Send Pricing
4. Add to Mailing List
5. Technical Info Required
6. Detail Specs Required
7. Provide Quote
8. Product Demo Required
9. Immediate Contact Required
10. Have Salesperson Call
11. Recommends
12. Final Say
13. Makes Purchase Decision
14. Partial Interest
15. Purchase in 30 Days
16. Purchase in 3 Months
17. Purchase in 6 Months
18. Ready to Purchase
19. Immediate Need
20. Order Placed at Show

You may also have 20 codes customized for your company's use. Each customized code can be 24 characters in length. There is a \$60.00 fee for the creation of each customized code sheet of 20 codes. To order customized codes, please complete the Scan Customization Sheet on next page.

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CTE Scan Customization Order Form

For the creation of custom lead codes, complete this form and submit it with your Lead Retrieval Order Form.

You may have up to 20 customized codes.

Each code can be up to 24 characters in length.

Single response items only, no multiple choice or fill in the blank.

The fee per customized code sheet is \$60.00 USD

Exhibitor Name:	
Exhibitor Contact:	
Phone Number:	
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