

# X•Press Connect Family

## Lead Retrieval Solutions for Every Exhibitor

How do you recognize your new #1 client? With complete prospect profiles delivered by X•Press Leads equipment and services.



### X•Press Connect App

#### The app on YOUR phone or tablet

Download the Connect App and turn your phone or tablet into a state-of-the-art lead retrieval device.



For Android 3.x or higher, iOS 7x and higher and 3 mega-pixel or greater camera. No mobile hardware included.

### X•Press Connect Elite

#### Connect software on YOUR computer

The X•Press Connect Elite is our powerful lead retrieval packaged for use on your own laptop. The Elite works in either online or offline mode. An internet connection is recommended.



Computer not included. Includes USB scanner and software.  
Requires OS MAC, Windows 7 or greater, 1 USB 1.1 connections and .NET Framework.



### X•Press Connect Plus

#### OUR hand-held wireless device

Use our handheld mobile phone to capture complete lead details in real-time.

Email forwarding, scheduling and adding images not available.  
Includes mobile phone and charger.

FEATURES	Connect App	Connect Elite	Connect Plus
Scan Anywhere, at Any Time	•		•
Mobile, Wireless	•		•
Real-time Leads List	•	•	•
Optional Bluetooth Printer	•	•	•
Add Notes	•	•	•
Add Images to Leads	•	•	
Rating	•	•	•
Follow-up Emails	•	•	
Forward Leads	•	•	
Schedule Appointments	•	•	
Scanning Device Included		•	•

**X•Press™ Leads**  
CONVENTION DATA SERVICES®

## X•Press Extras

### Maximize your exhibiting ROI with these lead collection and follow-up tools.



#### Custom Sales Qualifiers

Target ideal prospects! Build your own customized survey for quick lead follow-up. *20 questions and answers.*



#### Bluetooth Printer

Get a hard copy printout of your leads onsite with a wireless, portable printer.



#### eBlast Email Service

Send your custom HTML emails through X•Press eBlast post-event to your leads, the complete event email campaign solution.



#### DITP

Delivery, installation, training and pickup. Save time onsite and guarantee that your staff are off and running as soon as the show opens.



#### Loss/Damage Waiver

Protect yourself from loss or damage to your rented equipment with the Loss/Damage Waiver.

## 3rd Party Lead Collection

Successful lead collection on your third party device.



#### Data Conversion

Convert badge IDs collected on third party devices into complete leads post-show.



#### Event API Integration

Integrate your third party lead retrieval device in real-time with the event database.

\* The event badges use QR codes that include limited data. The Data Conversion and Event API Integration options will allow you to collect full lead details on your third party device.

ORDER ONLINE: [www.xpressleadpro.com](http://www.xpressleadpro.com) SHOW CODE: [wind0517](#)

Qty	Early THRU 03/30/17	Advance THRU 04/27/17	Standard AFTER 04/27/17	Total
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**X•Press Connect Plus Handheld** - OUR handheld wireless device

**X•Press Connect Plus Handheld Package** - includes mobile device, DITP service, and custom sales qualifiers

**BEST VALUE!**

**X•Press Connect App Additional Licenses** - Add XPress Connect Apps to any order and enable your sales staff to scan with their own smartphone or tablet

\$ 130 per additional user

**Bluetooth Printer** - one bluetooth connection per lead retrieval handheld

Includes mobile phone and charger.



For Android 3.x or higher, iOS 7x and higher and 3 mega-pixel or greater camera. No mobile hardware included.

**X•Press Connect App** - the App on YOUR phone or tablet

**X•Press Connect App 3 Package** - includes THREE App licenses and custom sales qualifiers

**X•Press Connect App 5 Package** - includes FIVE App licenses and custom sales qualifiers

**BEST VALUE!**

**Additional X•Press Connect App Licenses** - for additional users

\$ 130 per additional user

**Bluetooth Printer** - one bluetooth connection per lead retrieval app license

**X•Press Connect Elite** - the Connect software on YOUR computer

**X•Press Connect Elite Package** - \*includes USB scanner, PC software, DITP service, and custom sales qualifiers

**BEST VALUE!**

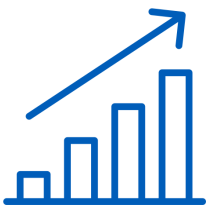
**X•Press Connect App Additional Licenses** - Add XPress Connect Apps to any order and enable your sales staff to scan with their own smartphone or tablet

\$ 130 per additional user

**Bluetooth Printer** - one bluetooth connection per lead retrieval PC

\*Includes USB scanner and software. Requires OS MAC, Windows 7 or greater, 1 USB 1.1 connection and .NET Framework Computer not included.

## X•PRESS EXTRAS



Custom Sales Qualifiers / Custom Surveys

DITP Service - Delivery, Installation, Training, Pickup

X•Press eBlast Service - post show email service to leads collected

Data Conversion - third party post-show solution

Event API Integration - third party real-time solution

\$ 110 \$ 130 \$ 165

\$ 110 \$ 130 \$ 165

\$ 225 \$ 275 \$ 335

\$ 550

\$ 1000

FAX ORDER 1-508-759-4238

EMAIL ORDER [xpressleadpro@cdsreg.com](mailto:xpressleadpro@cdsreg.com)

ACCOUNT MANAGER Holly Gosnell

QUESTIONS? 1-800-746-9734 • 1-508-743-0593

SUBTOTAL =

SALES TAX 7.75% +

OPTIONAL LOSS/DAMAGE WAIVER (Qty \_\_\_\_\_ x \$85 per device) +

NO, I do not want to purchase the Loss/Damage Waiver - initial here

PROCESSING FEE (WAIVED when you order online!) + 20.00

TOTAL (USD) =



X•Press Leads is a complete solution that goes beyond your lead retrieval equipment to make sure you get the most from your exhibiting efforts. Included FREE with every purchase:

- Pre and Post show support
- Onsite support
- 20 Standard Qualifiers
- Real-time leads download
- NO cost to download leads
- Leads online for 90 days post event

ORDER ONLINE:  [www.xpressleadpro.com](http://www.xpressleadpro.com)

SHOW CODE:  **wind0517**

## CONTACT INFORMATION

COMPANY  
CONTACT  
NAME  
BILLING  
ADDRESS  
CITY  
STATE/ZIP  
BOOTH #  
PHONE/EXT #  
FAX  
EMAIL  
COMPANY WEBSITE  
<http://www>

## PAYMENT INFORMATION

CARD NUMBER

NAME ON CARD

EXP DATE

SIGNATURE 

**AUTHORIZATION**

Your signature below denotes acceptance of the Terms & Conditions of this Order Form and is REQUIRED for processing.

SIGNATURE 

PRINT NAME

TODAY'S DATE

EMAIL RECEIPT TO

All orders will be confirmed by email. "Convention Data Services" will appear on your credit card statement.

*Thank you for your order.*

## Terms & Conditions

- Convention Data Services, Inc. hereinafter called "CONTRACTOR" agrees to the delivery of services as specified and is to be rendered in a timely and professional manner according to standard industry practices. All equipment and software remains the sole property of CONTRACTOR. In the event of strikes, electrical power failures, accidents and/or occurrences beyond the control of CONTRACTOR or customer, all deposits and fees shall be returned.
- The method of payment shall be in United States dollars and submitted with the order for service. CONTRACTOR will only accept checks drawn on banks located in the United States of America or certified funds. **Checks will not be accepted as payment at the show site.**
- Early & Advance orders must be received on or before deadlines and paid in full. Orders received without payment or after the discount deadlines will be charged at the appropriate published price based on order deadline dates. Services will not be rendered until payment in full is received.
- ALL ORDER CANCELLATIONS RECEIVED MORE THAN 30 DAYS PRIOR TO SHOW OPENING WILL BE SUBJECT TO A \$100.00 CANCELLATION FEE. NO REFUNDS WILL BE MADE FOR ORDERS CANCELED WITHIN 30 DAYS OF THE SHOW OPENING DATES. No refunds will be issued for unused equipment or licenses unless the request is received 30 days prior to show opening.**
- No partial refunds will be allowed onsite should exhibitor fail to meet the system requirements stated on the front of the order form for X•Press Connect Elite orders. If your computer does not meet these requirements, our onsite representatives will do their best to update your computer. Otherwise an alternate lead retrieval device will be provided subject to availability. **No refunds will be granted in these circumstances.**
- Onsite orders are based on unit availability.
- Customer agrees to return all equipment to CONTRACTOR'S service desk within two hours of the show closing. **EQUIPMENT LEFT IN THE EXHIBIT AREA IS THE RESPONSIBILITY OF THE CUSTOMER.**
- The customer agrees to return any equipment to CONTRACTOR in the same condition. Customer is responsible to pay CONTRACTOR the replacement cost shown below should the equipment be lost, stolen or damaged while in the customers care (only applicable if customer does NOT purchase the Loss/Damage Waiver coverage or coverage rules not expressly followed as detailed in 8b below). Customer acknowledges and understands that the applicable replacement cost is as follows:  
  
8a) The customer authorizes CONTRACTOR to charge the credit card provided \$500.00 for failure to return the equipment within two hours after the official hall closing. The customer also authorizes CONTRACTOR to charge the credit card the replacement

cost indicated above for either the failure to return the equipment or for any damaged equipment.

Equipment	Cost
Connect Plus Device	\$1,000
Connect Plus Power Cord	\$ 75
Bluetooth Printer	\$1,000
Bluetooth Adapter	\$ 250
Barcode Scanner	\$1,000

8b) Loss/Damage Waiver Terms: The Loss/Damage Waiver coverage protects the customer from liability of accidental damage or theft to the CONTRACTOR's device. Customer must report loss or damage to CONTRACTOR's Lead Retrieval Desk immediately. To honor Loss/Damage Waiver coverage for equipment believed to be stolen, customer must file a police/security report and provide a copy of such report to the CONTRACTOR within seven (7) days of reporting the equipment missing. If copy of report is not received within seven (7) business days of the event end date, Loss/Damage Waiver is considered null and void and the customer will be charged for the full replacement value of the equipment as listed above.

- CONTRACTOR'S liability for damage of any cause whatsoever will be limited to the total price for the goods and services provided by CONTRACTOR.
- CONTRACTOR disclaims any responsibility for misuse, loss of power, power surges, and customer adjustments that are not covered in the instructions, acts of God, or any other act beyond the control of the CONTRACTOR.
- Customer is responsible to pay all applicable Federal, State or Local taxes. If the applicable tax rate is different from the published rate at the time of placing the order, then Contractor may adjust the tax due by the customer accordingly. If you are tax exempt in the state in which you will be exhibiting, you must provide a Sales Tax Exempt Certificate for that state. Please submit this certificate with order, otherwise tax will be charged to your order.
- It is agreed that the governing law pertaining to this contract will be the laws of the State of Massachusetts, with venue exclusively in Barnstable County.
- If you have ordered our Delivery/Pick-up service, there must be a company representative available to receive the equipment. Deliveries are completed the day before the show opens unless otherwise noted. If no one is present in your booth when we deliver your system, you will be responsible for picking up your equipment. Pick-ups are done one (1) hour following the close of the show.
- Equipment images for marketing purposes represent the current equipment, however due to continuous new product development and technology upgrades, equipment fulfillment onsite may not always match equipment images found on forms and other ordering methods.



May 22-25, 2017  
Anaheim, California  
[www.windpowerexpo.org](http://www.windpowerexpo.org)

## X•Press Leads Exhibitor Success Kit

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The X•Press Leads Exhibitor Success Kit was created by Convention Data Services. ©2010. All Rights Reserved.

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# Background

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## Why Exhibit

Exhibiting has long been an integral part of a successful marketing plan for many companies. The ability to meet face-to-face is the most effective way to build relationships with prospects and clients. Exhibiting provides the perfect venue to identify and collect sales leads, begin and further customer and colleague relationships, and promote your company brand.

## Understanding Attendees

Today's attendee has changed from just a few years ago and expects an interactive event experience that begins before the show and lasts well after the event has ended.

Attendees today are maximizing every interaction and touchpoint at the events they attend. Pre-planning tools like social networking, exhibitor email invitations, exhibit floor mapping and scheduling allow attendees to make the most efficient use of their time onsite by researching exhibitors, sessions and other attendees months in advance.

This translates into attendees who have booked much of their onsite time and have predetermined to a large extent which exhibitors they are going to visit.

**It is important to make sure that you, as an exhibitor, have gotten yourself onto attendee's itineraries.** It is also imperative that your booth presentation be as welcoming as possible in order to attract who may not have planned on visiting you during the event.

## Who Is In Charge?

Make sure that your exhibiting efforts pay off by assigning a single person to be in charge of the leads collection process. This person has several roles. They will set goals for the meeting, coordinate training for the booth staff, select the lead retrieval equipment, monitor and report on goals, and most importantly, make sure that leads are delivered into the right hands for follow up.

### Today's Attendee Profile

- Is extremely focused on productivity
- Has researched exhibitors and pre-planned much of their time
- Has a list of targeted exhibitors to visit
- Has less time to visit exhibitors on the spur of the moment





# Pre-show: Setting Goals

## Aligning Exhibiting and Marketing Objectives

To achieve success at an event it is important to have an exhibiting presence that is compatible with your company's marketing plan. The company message and brand should be incorporated throughout the booth and fully support elements from the marketing program.

## List of Exhibiting Objectives

The first step in creating a successful exhibiting game plan is to define your exhibiting objectives. Typical objectives include collecting qualified leads, reinforcing the company brand and announcing a new product launch.

Whatever your goals are, it is important to write them down in order to create a game plan that will meet your objectives.

## Evaluating ROI

With an emphasis on Return on Investment (ROI), many options have emerged to help companies gauge the success of their exhibiting efforts.

There are several simple formulas for helping set goals and determining ROI that are explained in the following sections.

## Setting a Leads Goal

When setting a goal for leads collection make sure it is realistic, taking into consideration the total number of anticipated attendees who could be qualified leads at the event. **When a goal is determined, create a method for tracking your efforts.** A simple spreadsheet is enough to determine if each booth staffer is meeting, missing or exceeding their individual lead goal.

### Lead Goal Formula

$$\begin{array}{r} \text{Number of Exhibit Hours} \\ \times \text{Number of Exhibit Staff} \\ \times \text{Interactions Per Hour} \\ \hline = \text{Total Lead Goal} \end{array}$$

### Example

$$\begin{array}{r} 18 \text{ exhibit hours} \\ \times 3 \text{ exhibit staffers} \\ \times 4 \text{ leads collected per hour} \\ \hline = 216 \text{ leads to collect, 72 leads per staffer} \end{array}$$

Select an achievable number for your interactions per hour. Around four interactions is a reasonable number to use as a starting point. Each day onsite, review the number of leads collected and check against the goal. Discuss what daily changes can be made to help collect and qualify enough leads to meet your goal.



# Pre-show: Setting Goals (cont'd)

## Determining Leads Value

Reinforce the importance of leads to your booth staff and sales force doing the follow up by assigning a value to each lead. Incentives can be matched to lead collection and follow up.

### Lead Value Formula

$$\begin{array}{l} \text{Total Lead Goal} \\ \times \text{ Estimated Closing Percentage} \\ \times \text{ Average Sale Value (\$)} \\ \hline = \text{Value of Leads (or potential revenue \$)} \\ \div \text{ Total Lead Goal} \\ \hline = \text{Total Value of Each Lead} \end{array}$$

#### Example

$$\begin{array}{l} 216 \text{ leads to collect} \\ \times .33 \text{ } 1/3 \text{ (33\% of leads that will buy)} \\ \times \$2500 \text{ average sale value} \\ \hline = \$178,200 \text{ value of leads collected} \\ \div 216 \text{ leads to collect} \\ \hline = \$825 \text{ value of each lead} \end{array}$$

## Determining Cost Per Lead

Determining the cost per lead establishes the amount of money spent on collecting each lead. When compared to the value of each lead, ROI can be clearly established and tracked.

### Cost Per Lead Formula

$$\begin{array}{l} \text{Cost of Exhibiting} \\ \text{(include space, booth, travel/entertainment, etc.)} \\ \div \text{ Number of Leads Collected} \\ \hline = \text{Cost Per Lead} \end{array}$$

#### Example

$$\begin{array}{l} \$38,000 \text{ total exhibiting costs} \\ \div 216 \text{ number of leads} \\ \hline = \$176 \text{ cost of each lead} \end{array}$$

Using the Lead Value and Cost Per Lead formulas, you can determine the return on investment that can be expected from exhibiting at the show. In our example, net revenue generated by the show is \$140,200 (value of leads – cost of exhibiting). When subtracting the cost of each lead from the value of each lead, the example yields a value of \$649 per lead.

Both the net show revenue and final value per lead clearly show the ROI for exhibiting. The crucial step is to make sure you reach your lead goals and convert those leads into sales.





## Pre-show: Getting Ready

### Ideal Lead Profile

Many salespeople consider leads from trade shows to be cold calls. This perception has developed due to a failure of the booth staff to collect all necessary information or fully qualify the leads that are collected. A good lead is more than just a scan of the badge. It requires verification that the scanned information is correct, confirmation that the lead is a decision maker or influencer interested in your products and services (a qualified lead) as well as the lead's desired follow up action.

In your planning, define the information that is required from an ideal lead. Basic information will include the lead's name, company, position and contact information. Additional information requested by your sales team may include if the lead has purchased your products in the past, are they familiar with all your product families, etc.

**Create a list of the questions that will qualify each lead as "ideal" and make sure there is a game plan or script for collecting the necessary information.** This information can also be used for rating leads.

### Custom Qualifiers

To get the greatest value from your leads and effectively evaluate your show ROI it is important to qualify each prospect that visits your booth. As important is indicating the correct follow up action that matches the prospect and will keep the sales process moving forward. When you order your XPress Leads unit there will be standard qualifiers and follow up actions pre-programmed into the device or software. Examples of these are included below.

You may choose to customize these qualifiers and follow up actions to match the unique needs of your organization. Samples of customized parameters are also outlined. Customizing these allows you to best identify hot leads for your fast follow up and conversion to sales.

#### Standard Qualifiers:

- Recommends
- Final Say
- Makes Purchase Decision
- Partial Interest
- Purchase in 30 days
- Purchase in 3 months
- Purchase in 6 months
- Ready to Purchase
- Immediate Need
- Order Placed at Show

#### Customized Qualifiers:

- Model A
- Model B
- Model C
- Send Catalog A
- Send Catalog B
- Send Catalog C
- North Coast Region
- West Coast Region
- Hot Lead
- Cold lead



## Pre-show: Getting Ready (cont'd)

### Rating Leads

The easiest way to help sales successfully follow up—and to realize the value of the leads collected—is to establish a rating system to identify the quality of each lead.

Develop a simple system to rate leads based on the criteria that is most important to your sales team. For instance, if making sales is the ultimate goal of exhibiting, the important criteria would include “Decision Maker”, “Ready To Buy”, “Our Product Meets Their Needs”

Using this criteria, set up a lead rating system, for example:

#### Rank Your Leads

For greatest effectiveness assign point values to each rating.

Rating	Decision Maker?	Ready to Buy	Needs Met
A	Purchases	Yes	Yes
B	Recommends	30 Days	Most met
C	Influences	No	Some met

### Prospect List

As stated in the background section of this document, today’s attendee needs to make the best use of their time onsite. It is therefore important to make sure that your exhibit is on their list of places to visit. It is also important to make sure that the right prospects are going to be at the show.

The only way to ensure the right people are in attendance and that they come and visit you is to market to these people before the event starts. Regardless of the promotional channels you use, a list of prospects to target must be developed.

There are many sources, both internal and external, for building a prospect list. Consider these different sources when putting together your prospect list:

- Attendee list purchased from show management
- Last year’s attendee list
- Company CRM list
- Company inquiries
- Distribution channel contacts
- Social networking site set up for the event
- Association membership list

The prospect list will act as the basis for your pre-show marketing efforts.



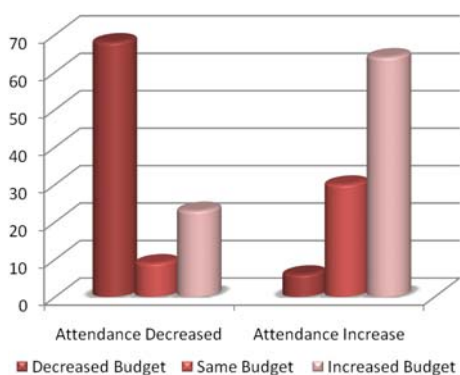
## Pre-show: Getting Ready (cont'd)

### Promotion

There is a sales axiom that states that the first time you contact someone you are a stranger, the second time an acquaintance, the third time a friend. Following this theory, your goal should be to touch each prospect three times before the event to get them to attend and visit your booth. Using a variety of communication techniques is most effective

A promotional campaign can include a coupon or invitation to come by your booth to receive a special promotional item. Contests create a good response rate. For instance, choose prizes to give away each day of the show and allow campaign recipients to register online but require them to stop by your booth to collect the prize.

### Advertising Effect on Attendance



Source: AttendTrend, Jacobs, Jenner & Kent / Frost Miller  
Figures shown reflect advertising budgets for entire events, not exhibitor event budgets. The information is meant to reinforce the importance of promotion, not to show expected returns on exhibiting with or without advertising.

It cannot be emphasized enough how crucial pre-event marketing is to getting the attention of prospects.

The promotional message needs to support the goals of exhibiting as well as supporting your company's overall marketing plan. The message should also

be clearly stated or illustrated in each piece of marketing material that is distributed for show promotion.

In addition to your primary message, each marketing piece should clearly display company name, products and services, the event name, dates and location, and how to find you at the event.

One of the best ways to get a response to your promotional campaigns is to include an incentive for the recipient to respond or take action, e.g. attend the event.

### Promotional Vehicles

Once you have determined your audience and message, it is time to choose the right vehicles to deliver your information. There are many show specific options available in addition to traditional advertising avenues.

Traditional options include advertisements online and in periodicals, direct mail, email blasts, public relations and press releases, web ads and personal contact. Your message and exhibiting goals will help determine the best advertising approach for your business.

Event management has also put in place a variety of opportunities to reach prospects with your message.

Many shows have setup web sites that include a social networking component. Social networking allows attendees and exhibitors to search for individuals that match specific profile criteria and then make contact. In addition to sponsorships, exhibitors can contact qualified prospects directly either through the application's messaging system or by generating lists for mailing or emailing.



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## Pre-show: Getting Ready (cont'd)

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Events offer a variety of sponsorship opportunities both onsite and pre-event through banner ads and mention on the event web site. Newsletters and show updates also commonly have sponsorship opportunities available to exhibitors.

Discuss with show management the different options that are available for reaching out to registrants and prospects. Associating your marketing efforts with those of the show puts your company in the context of the event and makes people more open-minded to your message.

### Keys to Advertising Success

Touch prospects as frequently as possible.

Keep track of your advertising results.

Regardless of the advertising options you use, there are two important factors to keep in mind: 1) touch your prospects as frequently as possible—at least three times, and 2) keep track of your advertising results. The

ease of tracking results varies, campaigns with contests where prospects respond or sign-up will be the easiest to track while magazine ads are more difficult.

### Promotional Options from Convention Data Services

Convention Data Services in conjunction with show management offers several effective ways to market to prospects and build traffic to your booth.

#### X•Press VIP Evite

The X•Press VIP Program allows exhibitors to invite top prospects and clients to the event with a personalized individual email. An on-line administration area is given to exhibitors allowing them to track responses and acceptances from their VIPs.

#### X•Press eBlast

Convention Data Services offers the opportunity to send email blasts to either the attendee list you purchased or to the leads you collect at the show. An email blast program that can send either plain text or HTML emails. By planning these communications in advance and with the help of XPressLeads, you can focus your attention onsite and post show on engaging your prospects and developing strong relationships.



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## Pre-show: Getting Ready (cont'd)

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### Training

Training of your booth staff plays a crucial role in the success of exhibiting. The booth staff is responsible for not only collecting leads, but asking the questions that qualify leads and determine if they are legitimate prospects. By holding one or more training sessions with the staff, you can ensure that the right information is collected and visitors leave your booth with a positive impression.

### Role Playing

Creating a script and engaging in role playing is an effective way to prepare your staff. Develop a script that quickly and concisely solicits from each visitor the information deemed important by your sales staff—make sure all booth staff is aware of the qualifiers and follow up actions in your lead retrieval device so they can use this important tool to quickly and effectively qualify visitors.

### Explaining Goals

Explain to staff members the goals and marketing message of exhibiting. The target leads goal for each staff member should be explained as well as the number of interactions per hour required to achieve the goal. A system of accountability should also be put in place to make sure each person achieves their assigned goals.

### Familiarity with Equipment

Convention Data Services distributes leads equipment at the beginning of the event when exhibitors are first setting up their booths. Set aside time to train your booth staff on the use of the equipment. In order to achieve a relaxed and smooth interaction with prospects, staff members must be able to easily operate the equipment. Familiarity with how to update prospect information and enter responses to qualifying questions is important to fully qualifying each prospect.

Convention Data Services offers DITP (Delivery, Installation, Training and Pickup) service. Training for your entire staff is offered and is the most efficient way to make sure everyone is up to speed on equipment operation.



## Onsite: Collecting Leads

### Why Get Lead Retrieval from CDS

There are many methods for getting leads onsite. All the options, with the exception of X•Press Leads equipment, have flaws. Convention Data Services is the exclusive event supplier selected by show management. What this means is that Convention Data Services created the badges with all attendee information and our equipment is guaranteed to capture all of this important data.

Some of the most important information on the badge is not the name and contact information, but the demographic responses of the individual that can be collected only by using an X•Press Leads device. 3rd party vendors—including the equipment you own—are not setup to capture anything more than a badge number that would later have to be matched to a list of attendees to get contact information.

### Getting Your Lead Device Setup and Running

Once your booth is set up, pickup your lead retrieval device and get it up and running. Each device has different requirements that range from simply plugging in the device to installing software on the PC that the device is connected to. Once the device is setup, try a few sample badge scans of your booth personnel to make sure the equipment is functioning properly. Also take a few moments to understand how to change the data that your equipment has scanned in order to be able to make modifications or add information to a lead's record.

Convention Data Services offers a DITP (Delivery, Installation, Training and Pickup) option with all leads equipment it rents. Purchasing this upgrade will save you time onsite and ensure that your equipment and staff are collecting leads smoothly.

## X•Press Leads Family of Products





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## Onsite: Collecting Leads (cont'd)

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### Scanning Leads and Updating/ Expanding Attendee Data

Between registration and attending the show, registrant's data can change. They can get a new phone number, change their email or may have typed something incorrectly during the registration process. After scanning a badge, it is a good idea to verify the information with the prospect to make sure everything is accurate.

### Adding Notes

By typing in additional notes about a prospect, you can personalize the conversation and indicate specific details that will enhance your follow up post show. You can receive this important information electronically, which will help you keep all of your lead information together and in a usable format.

### Evaluating Performance

On a daily basis, the booth team should get together and compare results against the goals that were set before the event. In cases where goals are not met, have discussions about what can be done to meet expectations. Discuss situations that affect the ability to collect leads and their complete information and decide on adjustments that will allow you to stay on track with your leads goal.



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# Post-show: Closing the Deal

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## Follow Up

Without follow up, all your preparation and expense will go to waste. Statistics show that up to 80% of leads collected at events never have any follow up. Without follow up, there is no way to close the deal. Prospects have already come to you at the event, it is now your responsibility to follow up with your leads.

Create a game plan for following up on leads as part of your pre-show preparations. If you have a plan in place before the show, follow up will be easier and can be executed immediately following the show or even while the show is still in progress.

### Examples of follow up actions include:

- Send a personal email to each person who visited your booth.
- Call your hot leads to discuss next steps
- Send an email blast with your company's message to all qualified leads identifying next steps. X•Press Leads email blast can assist you with this.
- Send a direct mail postcard to all your leads keeping your company fresh in their mind.

When creating the follow up plan, it is a good idea to have different responses for different types of leads you collected. All leads could (and should) receive an email thank you immediately at the close of the show, or, if possible, the same day they visited the booth.

If a lead specifies a follow up timetable and method, be sure to follow their instructions.

All leads should receive some type of follow up contact within 1 week of the show close. The interest in your company and products diminishes quickly after the show closes when

people return to their regular schedules. Timely follow up is absolutely critical to translating leads into sales.

## Downloading and Managing Leads

The rental of X•Press Leads equipment comes with access to X•Press Leads Central an online leads management web site.

All the leads you collect on X•Press Leads equipment will be posted to X•Press Leads password protected webpage in realtime. Use your show code and order number to enter the site and download a copy of your leads in CSV or Excel format. Both spreadsheet formats will import easily into virtually any CRM.

The URL for X•Press Leads Central is:

[www.xpressleadpro.com/leads](http://www.xpressleadpro.com/leads)

If you are missing your login information to the site, there is a text link on the login page to request an email with your information.

If your company does not have a CRM system, create a simple spreadsheet that lists leads on separate sheets based on region or sales person. Add columns to the spreadsheet that include who is responsible for working with the lead, follow up dates and methods, outcome of the follow up and next steps.

To help with your follow up efforts, you can order email blasts from Convention Data Services to be sent to your prospects that contain your unique message and personalization for each contact.



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## Post-show: Closing the Deal

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### Evaluating Exhibiting ROI

If you have completed the steps recommended in this document, you have already collected all the information necessary to determining your exhibiting ROI.

Use the formulas presented earlier in this document to determine ROI. Replace your goals and assumptions with the actual data from the show and recalculate to see exactly how much revenue was generated from the show as well as the true value of each lead that you collected. This information can be used for a variety of metrics related to the show that will help you evaluate and improve your exhibiting return.

Many sales take a while to go from contact to close. Keep your CRM or tracking spreadsheet up-to-date so that weeks or months from the close of the show, you can get a clear picture of your event ROI. Keep the information up-to-date until the next year's show and use the ROI worksheet as a starting point while planning and for post-event comparisons.

Post event, use the formulas in the previous sections of this document to compare goals to actual performance. If goals are met, the formulas and assumptions can be used for future events as a basis for setting new goals. If the goals are not met, discuss what needs to be done to make sure they are met in the future. For instance, if there was not enough traffic to the booth consider the amount of marketing you did before the event, was the booth and staff welcoming to prospects, etc.

#### METRICS

##### Why measure ROI?

- To document the value of show participation and results
- To identify additional opportunities that can increase revenue
- To evaluate relative results and success
- To plan enhancements for future shows and marketing initiatives

Using the X•Press Leads interactive ROI worksheet at the end of this document can help you with this effort, and can be a key tool in maximizing your event success!



# Exhibiting ROI Worksheet

Event Name		Leads Leader
Event Start Date	City, State	Leader Email
Event End Date	Location	Show Code
Hall Hours	Booth #	Login

## Lead Goal

		Pre-Event Goal	Post-Event Actual
Number of Exhibiting Hours		<input type="text"/>	<input type="text"/>
Number of Booth Staff	<b>X</b>	<input type="text"/>	<input type="text"/>
Interactions Per Hour	<b>X</b>	<input type="text"/>	<input type="text"/>
<b>Total Lead Goal</b>	<b>=</b>	<input type="text"/>	<input type="text"/>

## Lead Value

		Pre-Event Goal	Post-Event Actual
Total Lead Goal		<input type="text"/>	<input type="text"/>
Average Closing Percentage	<b>X</b>	<input type="text"/>	<input type="text"/>
Average Sale Value	<b>X</b>	<input type="text"/>	<input type="text"/>
<b>Total Leads Value</b>	<b>=</b>	<input type="text"/>	<input type="text"/>
Total Lead Goal	<b>÷</b>	<input type="text"/>	<input type="text"/>
<b>Total Value of Each Lead</b>	<b>=</b>	<input type="text"/>	<input type="text"/>

## Cost Per Lead

		Pre-Event Goal	Post-Event Actual
Cost of Exhibiting*		<input type="text"/>	<input type="text"/>
Number of Leads Collected	<b>÷</b>	<input type="text"/>	<input type="text"/>
<b>Cost Per Lead</b>	<b>=</b>	<input type="text"/>	<input type="text"/>

\*Include all exhibiting expenses including booth, travel, entertainment, etc.

## Event ROI

		Pre-Event Goal	Post-Event Actual
Total Leads Value		<input type="text"/>	<input type="text"/>
Cost of Exhibiting	<b>-</b>	<input type="text"/>	<input type="text"/>
<b>Total Event ROI</b>	<b>=</b>	<input type="text"/>	<input type="text"/>

# Exhibiting ROI Worksheet

Event Name		Leads Leader
Event Start Date	City, State	Leader Email
Event End Date	Location	Show Code
Hall Hours	Booth #	Login

## Exhibiting Objectives


## Campaign Message(s)


## Promotional Vehicles

	<input type="checkbox"/> X•Press VIP Guest Pass
	<input type="checkbox"/> X•Press Exhibitor Emails
	<input type="checkbox"/> X•Press Email Blast
	<input type="checkbox"/> X•Press Attendee List

## Lead Rating

Criteria	Rating			
	4	3	2	1
Purchasing Role	Decides	Buys	Recommends	No Role

## Ordering Information

Purchaser
Order Email
Order Number
Username
Password

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