CompuLEAD®

LEAD MANAGEMENT PRODUCTS CATALOG

Emergency Nursing 2023

6 Tools to Maximize Your Sales Opportunities

CompuLEAD® is the most powerful way to capture sales leads on the trade show floor using your own smartphone or a rented tablet. With six distinct tools to help warm up your sales calls and boost ROI, it's a marketing plan in an app!

- LEAD CAPTURE
- MARKET RESEARCH
- LEAD SCORING
- INSTANT EMAIL FOLLOW-UP
- EXHIBITOR PORTAL
- LEAD NURTURING

1 Collect leads on and off the show floor

2 Create action codes or survey questions to qualify leads

3 Score leads to identify your hottest prospects

4 Send targeted content to educate and inform prospects

5 Access leads any time

6 Transfer leads to your CRM for quick lead follow-up

Equip Your Team With the Right Tools For the Job

Show Code: ENAEN23
Early Bird Pricing Ends: 7/24/23 | Advanced Pricing Ends: 8/9/23
Order Online: compusystems.com/order

QUESTIONS? +1.708.786.5565
EMAIL: exhibitor-support@csireg.com

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Generate Up to 3x More Sales Leads

M3 is an add-on to the CompuLEAD app that helps you streamline content distribution while creating another channel for your team to capture sales leads on the show floor. When coupled with CompuLEAD, this add-on will help your team generate up to 3 times more leads!

How it works:

1 Upload your electronic content to our secure portal

2 Pick up your "ready-to-go" company-branded signage at our onsite service counter

3 Place signage anywhere in your booth

4 Allow attendees to scan your signage with their smartphone to receive your content

5 Get an organized list of the attendees who scanned your signage in our leads portal

Benefits:

✓ Streamline the distribution of your electronic literature

✓ Collect passive sales leads while your team is busy with other prospects

✓ Self-serve – attendees can scan your signage when they want

✓ No hardware for you to rent

✓ No software for attendees to download

✓ Daily scan details sent to attendees that includes your content and company information

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PRODUCT COMPARISON CHART			
	CompuLEAD® App	CompuLEAD® Tablet	CompuLEAD® Kiosk
Scan badges for full contact details	✓	✓	✓
Capture demographic data	✓	✓	✓
Download app to my own phone	✓		
Use app on rented device		✓	✓
Capture leads off the show floor	✓	✓	
Capture leads in self-serve mode			✓
Pair with wireless printer*	✓	✓	
Qualify leads with action codes/surveys*	✓	✓	✓
Add notes to leads	✓	✓	
Send electronic literature*	✓	✓	✓
Export leads in CSV format	✓	✓	✓
Comply with GDPR	✓	✓	✓

*Additional charges may apply

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A-la-Carte	7/24/23 EARLY BIRD	8/9/23 ADVANCED	STANDARD
CompuLEAD App *1 User Activation* (173A)	$380	$430	$500
+ Additional User Activations (173B)	$145	$145	$145
CompuLEAD Tablet (174A)	$505	$545	$595

Packages			
CompuLEAD App *3 User Activations* (115) • Download app to 3 of your smart phones or tablets to capture leads at your booth or anywhere else • Qualify top prospects with custom qualifiers and surveys • Send prospects up to 5 video links & 15 PDFs for quick email follow-up	$595	$630	$665
M3 Exposure (M3E) • Download CompuLEAD app to 3 of your smart phones or tablets to capture leads on or off show floor • Qualify top prospects with custom qualifiers and surveys • Receive 1 unique M3 QR code sign to place in booth • Send prospects up to 5 video links & 15 PDFs for quick email follow-up	$755	$790	$825
CompuLEAD Tablet (114) • One additional app activation for your own mobile device • Send prospects up to 5 video links & 15 PDFs for quick email follow-up • Identify top prospects with custom qualifiers and surveys (up to 99 qualifiers & 10 survey questions) • Delivery, setup and in-booth training	$765	$830	$905
CompuLEAD Kiosk *For Stand* (175A) *or Table Top* (275A) • Kiosk stand, HD touchscreen tablet, kiosk software, integrated barcode scanner, and internet service • Custom survey questions and digital content delivery system – leave your hard copies at the office • Delivery, set up, training, and pickup • Choose between two options preshow: stand or table top.	$995	$995	$995

Add-ons			
M3 – In-Booth QR Code Signage (M3a)	$199	$199	$199
Wireless Printer *For App* (287A) *or Tablet* (187A) – Only pairs to 1 device/app at a time	$120	$135	$150
Delivery, Setup and In-Booth Training *For App* (108) *or Tablet* (08)	$80	$80	$80
Lead Retrieval Product Pick-up *For Tablet* (09)	$80	$80	$80
Custom Qualifiers and Survey Questions (05A)	$90	$90	$90
Literature & Videos Delivery (LITE)	$90	$90	$90
Insurance *For Tablet* (INS)	$90	$90	$90

Processing Fee = $25

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ATTENDEE LIST PRICING

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Order Online: compusystems.com/order

Drive Traffic to Your Booth

Maximize traffic to your booth with TrafficMax attendee list marketing services. This user-friendly, online attendee list and marketing system will help you reach qualified buyers for your products and services. It's never been easier to market your presence at the show and also help ensure a return on your exhibiting investment.

Order Online:

TrafficMax Attendee List Marketing Service

Attendee List Use

	MINIMUM ORDER	COST PER RECORD	SETUP FEE
Mine the attendee data to create a targeted listed for marketing purposes. List is provided in either a csv or tab delimited format. **Email addresses NOT included.** **Please note: You must use Internet Explorer, Google Chrome or Firefox to download your list.**	$260	$0.16	-

Broadcast Email

	MINIMUM ORDER	COST PER RECORD	SETUP FEE
Create and send a broadcast email to the list you select right through TrafficMax. This flexible system supports HTML and plain text email messages and even includes a tracking report for HTML emails. **Please note: You will not receive a copy of the attendee list.**	$260	$0.16	$75

Label Printing

	MINIMUM ORDER	COST PER RECORD	SETUP FEE
View and print mailing labels in PDF format for the list you select. Labels are formatted for you to help create professional looking mailers. **Please note: you will not receive a copy of the list in another format.**	$260	$0.16	$75

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