

## Before the Trade Fair

The exhibitor rents LeadSuccess Service and defines the questions and answers for his individual lead recording form.

## Start of the Trade Fair

The exhibitor gets his individual lead recording form. Barcodes are assigned to all questions and answers. As a shelter against moisture and dust the form is laminated.

Additionally, the exhibitor gets a barcode scanner that can store the scanned barcodes.



LeadSuccess Service for Exhibitors		Lead Recording Form	
<b>Question 1: Business Unit?</b>			
Trade: Chain Store	Trade: Textile Trade	Distributor: Importer	Others
<b>Question 2: Function?</b>			
Purchasing	Marketing		
<b>Question 3: Product?</b>			
Tents, Camping	Bicycles		



## During the Trade Fair

The exhibitor scans the barcode on the visitor's badge.

He then documents this visit by scanning the appropriate barcodes on his lead recording form.



## Service during the Trade Fair

Service staff regularly visits the booths to store the scanned barcodes on a mobile service station.

## After the Trade Fair

The exhibitor gets a table which contains the complete address data of his visitors together with the scanned questions and answers of the lead recording form.

The exhibitor can get the table electronically as an MS Excel file or printed on paper.

Surname	Name	Company	Address Data	Question01	Question02	Question03
Nicole	Musterfrau	convey GmbH	...	Business Unit: Chain Store	Function: Purchasing	Product: Tents, Camping
Max	Mustermann	convey GmbH	...	Business Unit: Textile Trade	Function: Marketing	Product: Bicycles