

# Scan2Lead

VISITOR SCANNERS POWERED BY  
EUROPES' MARKET LEADER



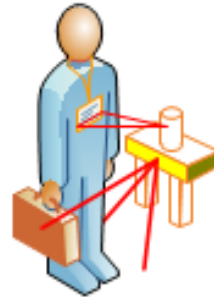


## HOW IT WORKS **SCAN2LEAD**

From registration to booth visit - the visitors enter their contact details while registering for the trade fair. Thanks to Scan2Lead, the exhibitor can easily access this information.



Every visitor **registers** in advance or at the fair entrance.



Every visitor passes through the access control and is **recorded electronically**.



The exhibitor scans the visitor and immediately receives **all contact information**. In addition, conversation information and visitor interests can be recorded.

# SCAN2LEAD

## PORTFOLIO

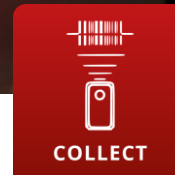
For lead tracking, exhibitors can choose from three different options - which work perfectly together.

All visitor information is stored in the exhibitor's personal Scan2Lead web portal.



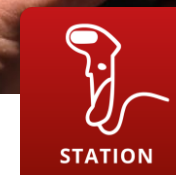
SMART

- + App for scanning visitor tickets and business cards (for iOS and Android devices).
- + Qualification of leads with notes, photos etc.
- + Rental iPads can be provided (for a fee)



COLLECT

- + Scanning of visitor tickets or visitor badges with mobile mini hand-held scanners
- + No internet connection necessary
- + Fast, simple and mobile



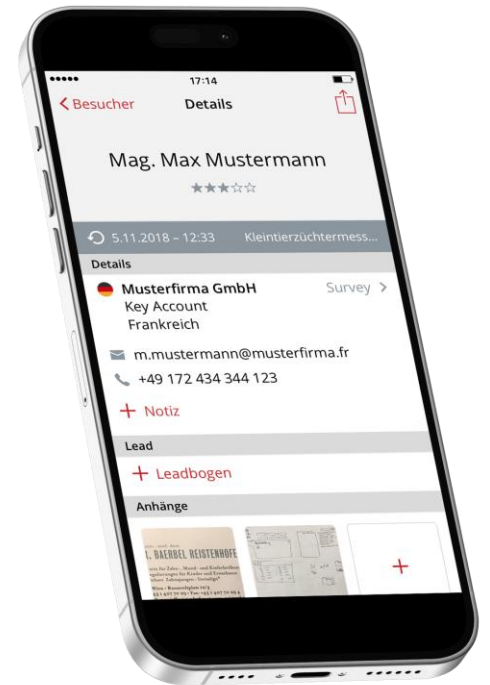
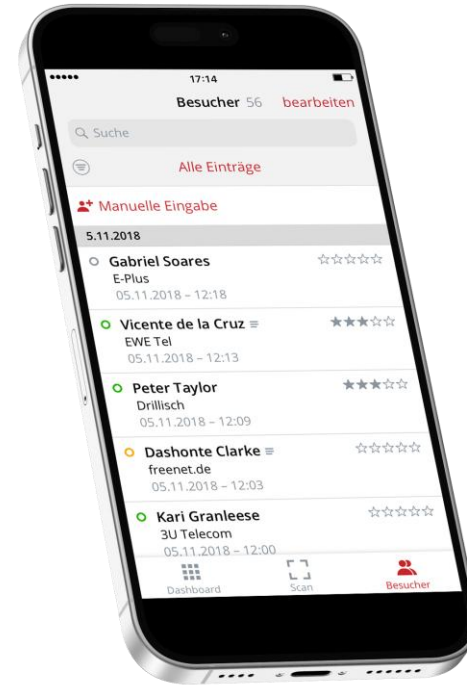
STATION

- + Scanning of visitor tickets with a hand-held scanner on a notebook computer
- + Further processing of contacts directly on the screen
- Rental notebooks can be provided (for a fee)

# SCAN2LEAD SMART –

ALL YOUR VISITORS' DATA IN YOUR HAND

- + Scan visitor tickets or business cards with smartphone or tablet (iOS/ Android) - simple, fast and mobile
- + Live data of all scanned visitors
- + Add notes – via keyboard or voice recognition
- + Questionnaire can be individually designed
- + Capture documents and photos
- + Storage of data, even if there is no internet connection for a short time
- + Access to the Scan2Lead PORTAL with all functions
- + Rental iPads are available (additional fee applicable)
- + Signature Field – Obtaining and Documenting Visitors' Consent
- + Mandatory Fields – Define Your Own Lead Quality Criteria



**149,- €**  
299,- € incl. rental iPad

# SCAN2LEAD COLLECT –

ALL YOUR VISITORS' DATA AT THE PUSH OF A BUTTON

- + Scanning barcodes with mini handheld scanners
- + Very easy handling (at the push of a button)
- + Battery lasts during the whole exhibition
- + No internet connection or own hardware necessary
- + Very simple, fast and mobile
- + Access to the Scan2Lead PORTAL with all functions
- + Ideal when many visitors need to be scanned quickly, e.g. by hostesses

299,- €

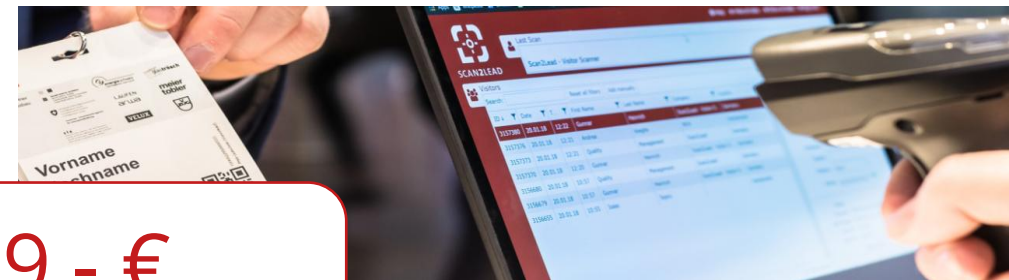


# SCAN2LEAD STATION –

ALL YOUR VISITORS' DATA AT A GLANCE

With **Scan2Lead STATION** you have all your contacts in view - on your PC or notebook.

- + Scanning of visitor tickets with hand-held scanners on a notebook
- + Data of the scanned visitor is displayed immediately
- + Stand personnel can see the last 25 visitors at a glance
- + Assignment of predefined interests ("interest tags") at the click of a mouse
- + Simple capture of notes
- + Access to the Scan2Lead PORTAL with all functions
- + A rental notebook can be ordered on request
- + Ideal for permanent workstations, e.g. at the reception desk



**299,- €**

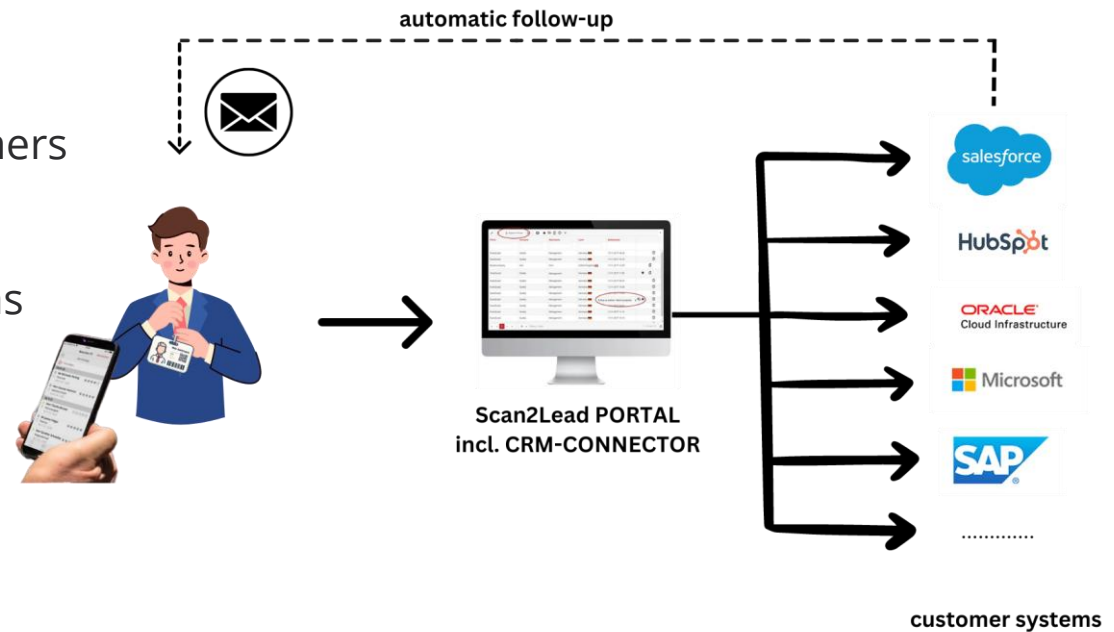
399,- € incl. rental notebook

# SCAN2LEAD CONNECTOR –

ALL YOUR VISITORS' DATA INTEGRATED

With **Scan2Lead CRM-CONNECTOR** you have all the leads captured with Scan2Lead in real time in your own marketing and/or CRM system

- + Duplicate matching with existing prospects and customers
- + Control of automated marketing campaigns
- + Automatic forwarding of trade fair leads to sales regions
- + Reports
- + Automated follow-ups



starting at 0,-€



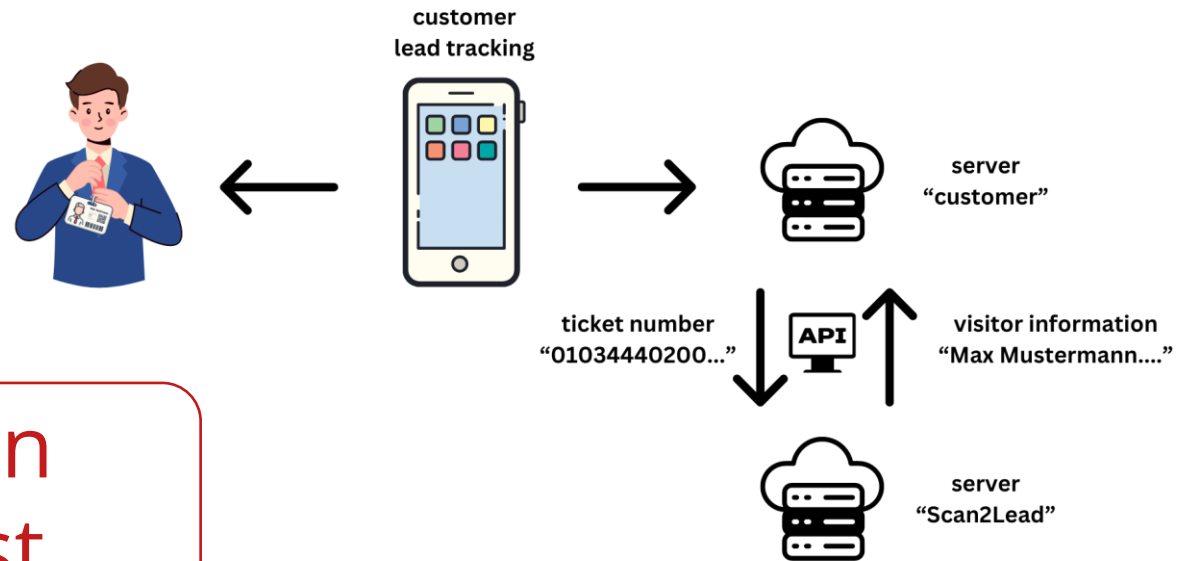
# SCAN2LEAD BARCODE-API –

ALL YOUR VISITORS' DATA INTEGRATED

With **Scan2Lead BARCODE-API** you can scan trade fair badges with an external lead tracking solution.

- + Use your own applications and devices
- + Access registration data in real time via a professional API (Application Programming Interface)

Price on request

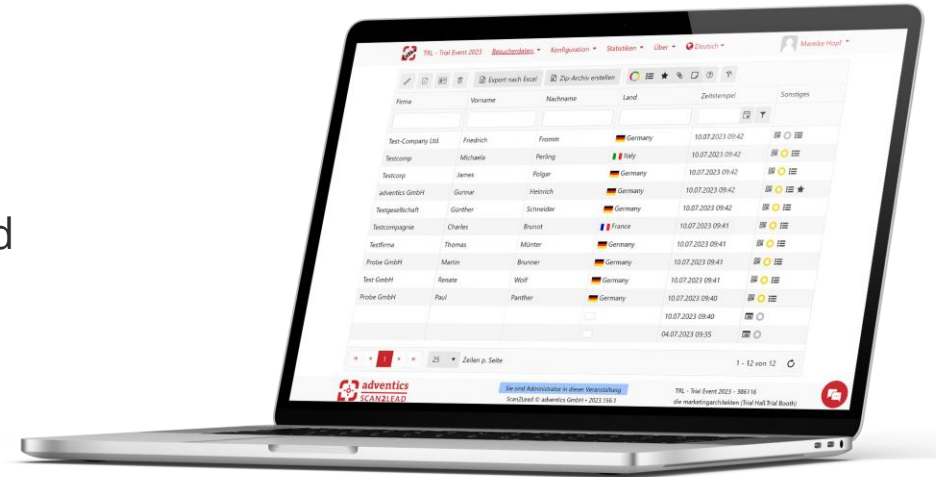


# SCAN2LEAD PORTAL –

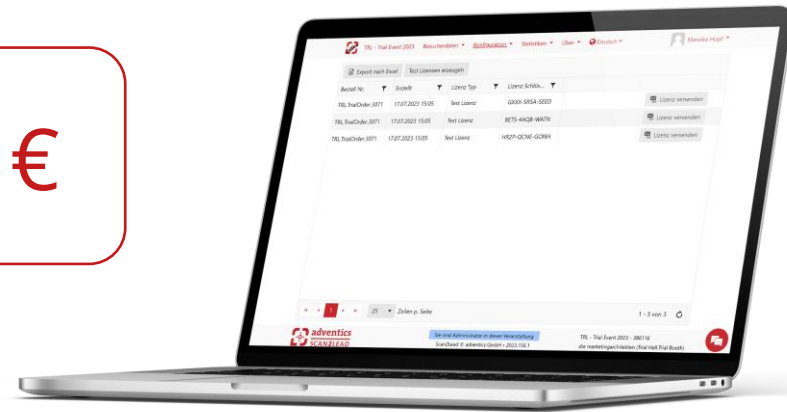
## ALL YOUR VISITORS' DATA AT ONE CLICK

In the **Scan2Lead PORTAL** you have direct access to all your contacts with one click - anywhere and at any time.

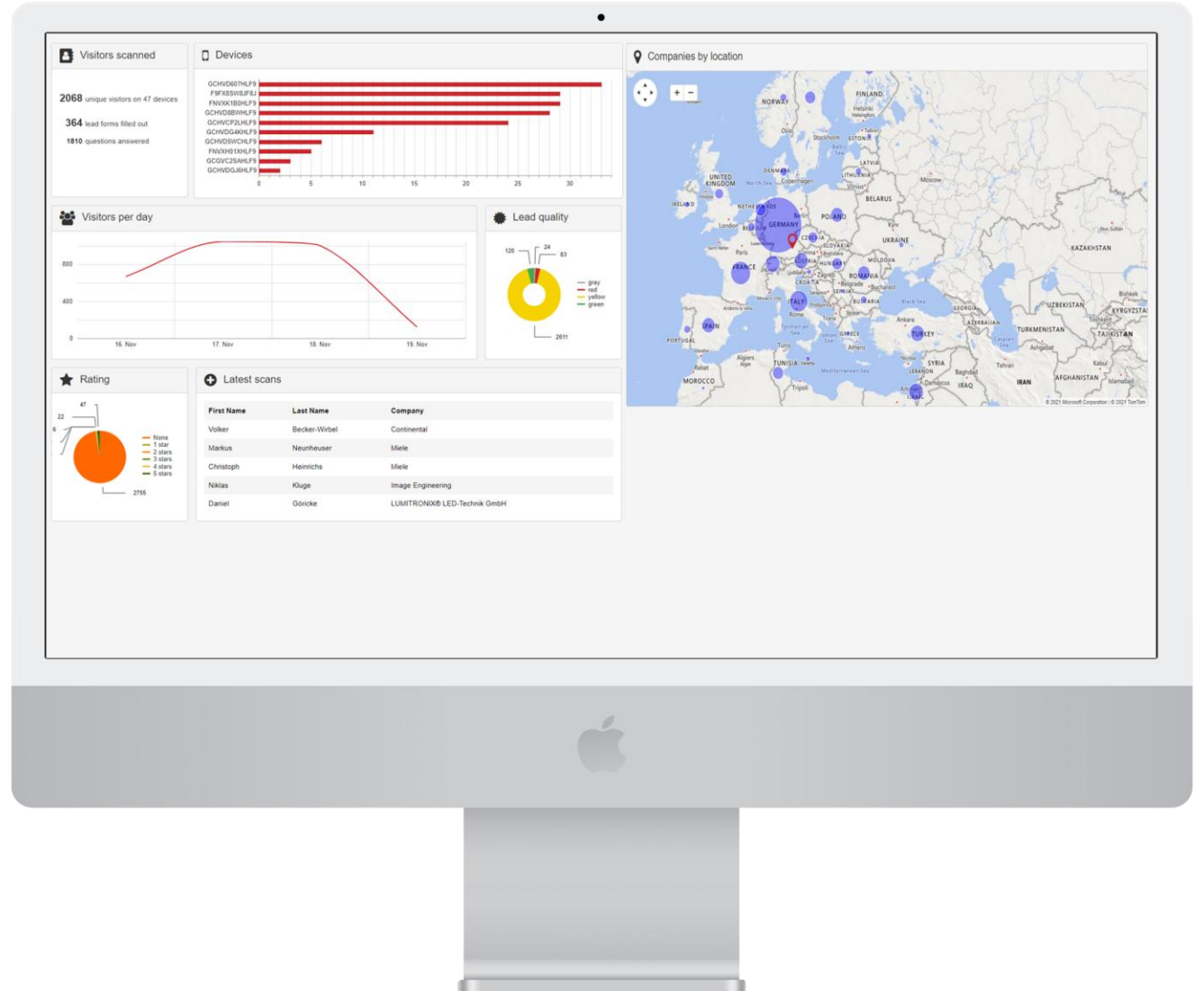
- + Web-based online portal with exhibitor's own log-in
- + Exhibitor information center where all data and Scan2Lead devices can be securely managed
- + Fast access to all recorded visitor data in real time
- + Management of all Scan2Lead devices
- + Assignment to specific employees
- + Statistics and reporting functions
- + Data export to Excel at the touch of a button
- + Integration of CRM systems - optional
- + Configuration of individual lead sheets
- + Access to test tickets and the Help Centre



0,- €



EXHIBITORS RECEIVE A  
**LIVE DASHBOARD** OF ALL  
 THEIR BOOTH VISITORS





Scan2Lead

# SCAN2LEAD

A BRAND OF ADVENTICS GMBH

We are here for you!

Further information, advice & booking

[contact@scan2lead.com](mailto:contact@scan2lead.com)

[www.scan2lead.com](http://www.scan2lead.com)

+49 89 4444 33 111

Münchener Str. 23a

85540 Haar bei München

GERMANY

