

Active Network, Events—Lead Retrieval System

Would you like to offer more value to your exhibitors? Active Network now offers a Blackberry lead retrieval device to exhibitors at events, which is designed to help with lead data capture, lead qualification and sales follow-up processes.

The devices capture data quickly and easily, synchronizing leads in real-time within a secure website. Users simply log in online to get up-to-the-minute access to their leads.

Lead Retrieval Features

- ▶ Easy Bluetooth Barcode Reader
- ▶ Wireless synchronization of leads
- ▶ Mobile access
- ▶ Real-time data that can be viewed and exported from web into Excel or text format
- ▶ Long battery life
- ▶ Custom question and note creation
- ▶ Crisp color screen
- ▶ Quick print to optional Bluetooth printer

Custom Questions

You have the option to set up each device with a set of custom questions. After a barcode is scanned, the user can answer the questions. The answers are automatically associated with that scan and can be viewed at any time. Exhibitors may also add notes to individual records during or after scans.

Equipment

Each device consists of a Blackberry and a cradle. A printer for custom reports is available for an additional cost.

Data Storage

The device stores information on both the hardware and the SD card of the phone.

Availability

Currently, the Blackberry devices are available in the United States (including Alaska and Hawaii).

Service

Event organizers will be trained on the usage of the device prior to the event, and will be able to provide any help necessary to exhibitors.

For orders over 50 devices, Active Network will send a service support representative to be on-site for the duration of Blackberry usage.

For orders of less than 50 devices, event organizers can choose to have an Active Network service representative on-site at a rate of \$125 per hour.

Cost

Each Blackberry device is rented based on negotiated contract price. Printers (including two rolls of paper) are available for an additional cost.

For more information about our Lead Retrieval Service, contact us today at [1-888-351-9948](tel:1-888-351-9948), [Option 3](#) or at EventsSalesCenter@ActiveNetwork.com.

