

Why do I need this technology in my booth?

In today's data-driven world, event marketers want evidence to confirm their booth designs, justify decisions, and build the story of a successful event. The list of benefits include:



Real-Time Data

- Both lead data and booth performance analytics available during the event
- Qualify hot prospects and key customers in the moment
- Follow up on leads during the event



Discover Trends

- Peak and off-peak times daily
- Insights into visitor demographics
- Comparisons with similar sized booths and others in your categories



Combined Lead and Analytics Dashboard

- Total vs unique visitors along with duration
- Visitor engagement by type
- View visitors vs scanned leads



Competitive Pricing with New Vendors

- Free equipment delivery
- White glove service
- Combined discount package pricing



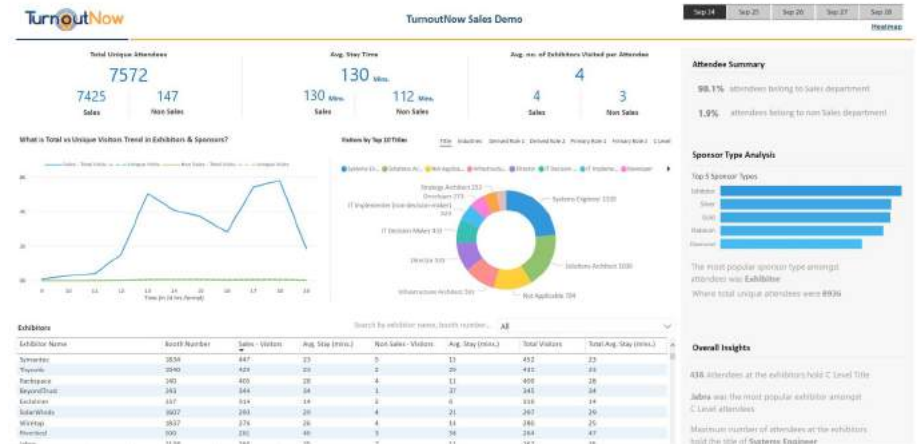
Decision Intelligence

- Use data to create best practices for your booth
- Determine what activities yielded the best outcomes
- Analyze hall and booth traffic against scanned leads to make improvements during the event



Data Available

- Lead data includes contact information
- Analytic data includes key demographics on aisle traffic, dwell time, repeat visitors by visitor type (does not include contact information)



Capture all your leads with equipment you can trust. Take your lead strategy a step further by purchasing a package today!

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