How to ....

Lead management app
<table>
<thead>
<tr>
<th></th>
<th>Lead management at a glance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>How it works</td>
</tr>
<tr>
<td>3</td>
<td>Benefits</td>
</tr>
<tr>
<td>4</td>
<td>Package content</td>
</tr>
</tbody>
</table>
Your lead management

- **Secure new business contacts**
  Intuitive, digital and fast. Using the innovative lead management app “Fairverify”

- **Generate valuable information**
  on the basis of personalised lead sheets during the discussion at your exhibition stand

- **Record visitor data easily**
  Scan visitor tickets easily by smartphone

- **Enhanced insight into contact data**
  You can only get relevant data from visitor registration such as industry affiliation or company size with our lead system
## Lead management app

<table>
<thead>
<tr>
<th></th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lead management at a glance</td>
</tr>
<tr>
<td>2</td>
<td>How it works</td>
</tr>
<tr>
<td>3</td>
<td>Benefits</td>
</tr>
<tr>
<td>4</td>
<td>Package content</td>
</tr>
</tbody>
</table>
How it works

- **Personalised lead sheet**
  Create your own personalised lead sheets and record additional information that is important for you.

- **Real-time synchronisation**
  Leads are uploaded in real time and are immediately available in the portal. This means data can be evaluated in real time without having to be on site.

- **Offline mode**
  If there is no WLAN connection at the stand or the data volume is used up, the system can also be used offline. The leads are imported into the portal the next time you access WLAN.

- **Exports from the app - this is the way to maximise your (after) exhibition sales!**
  The export function allows you to export all or just certain leads. You can also summarise the data in statistical form and have it displayed as bar charts. Create quotes more quickly and with greater accuracy.
Lead management app

1. Lead management at a glance
2. How it works
3. Benefits
4. Package content
Benefits

- **Save time!**
  - Easy preparation using intuitive web portal
  - Record more exhibition contacts in a shorter time
  - Just-in-time evaluation for marketing and sales

- **Gain new customers!**
  - Create specific requirements profile at the exhibition itself
  - Create the basis for new business deals in next to no time

- **Further added value**
  - You can quickly make a record of trade visitors who would like to listen to a presentation at the exhibitor’s stand
Benefits

Before the exhibition:
Perfectly prepared thanks to simple configuration of lead sheets

During the exhibition:
Generate contacts and save data with the app

After the exhibition discussion:
Sales can start straightaway thanks to immediate availability of contacts
<table>
<thead>
<tr>
<th></th>
<th>Title of Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lead management at a glance</td>
</tr>
<tr>
<td>2</td>
<td>How it works</td>
</tr>
<tr>
<td>3</td>
<td>Benefits</td>
</tr>
<tr>
<td>4</td>
<td>Package content</td>
</tr>
</tbody>
</table>
Packages lead management software

- Online platform to configure, evaluate and download your leads
- App for use on iOS and Android devices to record leads
- Retrieve contact data by scanning visitor badge
- The lead management system is provided by our service provider and is called “Fairverify”

The system is available in three different packages depending on the number of users. Book your package now according to requirements:

- Package 2 app-user
- Package 5 app-user
- Package 10 app-user
Any questions?
We would be happy to assist you!

Your contact:
Christoph Kuhlemann
Director Sales
spring Messe Management GmbH
T +49 621 700 19 -141 | E c.kuhlemann@messe.org