

# EXHIBITOR LEAD MANAGEMENT SERVICES

**BICSI WINTER**  
Conference & Exhibition

Tampa, Florida, USA • 9-13 February 2020



**Bicsi**

## Reliable, easy to use, indispensable lead-tracking technology for your booth.

### DirectLead™ Handheld Touch

A light weight, battery powered barcode, magstripe & RFID reader with color graphical LCD display and touchscreen. Features include: Custom Qualifiers, Wireless Printing, Operates 30-40 hours on a single charge.

- Intuitive navigation
- Easy-to-add qualifiers
- Ability to add full text notes
- Optional wireless printer
- 30-hour battery
- Lead delivery via USB thumb drive



**ADVANCE RATE** (by 1/12/20) \$435 | **ONSITE RATE** (after 1/12/20) \$495

Maximum mobility for capturing and qualifying data.

### DirectLead™ Rover App. for Smartphone or Tablet

DirectLead™ Rover App. for Smartphone or Tablet is the newest addition to ExpoTools' robust suite of lead retrieval and attendee tracking solutions. This versatile app enables trade show exhibitors to capture, qualify and follow up on leads or surveys directly from their smart phones or tablets, and then securely access this data in real time from any location.

- Works with Android phone, Android tablet, iPhone and iPad
- Scan the badge with your built in camera
- All scans are safely stored and backed up on the device and in the cloud
- Use it at your hotel, social function or shuttle bus
- Easily add custom qualifiers
- Survey capable

Devices are not provided with DirectLead™ Rover App. **ADVANCE RATE** (by 1/12/20) \$375 | **ONSITE RATE** (after 1/12/20) \$395  
**Additional Activations** : \$145



## Beyond Expectations

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