



Lead Maximizer™ Addresses the Dynamics of Tradeshow Participation

Need to justify a tradeshow investment? YES.
Need to collect visitor data that's measurable? YES.
Need actionable data for marketing and sales teams? YES.
Need to maximize return on your marketing efforts? YES.
Need to target sales efforts and increase profit potential? YES.

Whether you're a Registration Contractor, a Tradeshow/Event Organizer or an Exhibitor, the bottom line remains the same: **Accountability and Measurable Results.**

While some of the existing lead retrieval and data collection programs suggest they can already do this, experience has shown that they often fall short "... not user friendly... data often gets lost... takes too long to access." Sound familiar?

Lead Maximizer™ Delivers Results.

- Data is immediately available on a secure website -- no more lost data – no more excuses
- Mobility and data gathering freedom – on the floor, in the booth, at an event, wherever
- Tracking traffic in real time lets you make decisions in real time
- Capture and print barcode information instead of collecting business cards
- Survey visitors and get feedback that can be used immediately

By creating a simple and efficient data capture and management solution, Lead Maximizer™ lets users quickly capture "visitor" data and just as quickly access it. Any time. Anywhere.

Use Lead Maximizer™ to capture and print barcode information, track attendance traffic, act as a survey tool to get visitors' feedback, troubleshoot show issues and resolve them before they become costly problems.

Lead Maximizer™ gives users total control.

Lead Maximizer™ is built on the BlackBerry platform. Our battery operated, hand-held mobile unit captures real-time data and stores it on a secure, easily accessible website. No waiting for downloads; no lost data. You can immediately search, filter, query, download and even initiate the sales process thanks to an email campaign capability. **Lead Maximizer's** proprietary, intuitive software is easily tailored to the specific needs of a Registration Contractor, Tradeshow/Event Organizer or Exhibitor. Whether you're at the show, in an airport, or back in the office, live data is available simply by connecting to the Internet. You can search, filter, query, print, download and even initiate the sales process thanks to an email campaign capability.

Feature	Benefits
Collection Device Options	Reads 1D and 2D barcode badges.
Wireless Mobility	No desk space required. No cords, no boundaries. And since the device weighs less than 6 ounces, it's easy to bring along when meeting prospects. You decide if that's within your booth or beyond the tradeshow floor.
Easy to Use	Within seconds you're capturing data. Smart device features avoid the time consuming "how to" learning curve.
Seamless Data Backup	Once data is captured it's immediately stored locally and on a secure, accessible website. No worries about lost data. No waiting until the end of the event before you can begin accessing – and acting on-sales leads.
Enhanced Show Management Reports	Address issues faster and more effectively with real-time data in hand. Immediate data capture translates into meaningful traffic and lead information. Create situation specific reports based on accurate, up-to-the-minute information. Easily download data to other software applications; fine-tune analytics.
Multi-Lingual	The Lead Maximizer interface is offered in English and French.
Session Tracking	Totally eliminates bottlenecking at entrances.
Data Mining	Define your data search fields; filter them; and create key data subsets such as sales reports by territory, product interest, lead qualifiers, to name a few.
100% Live Data on-Demand	<ul style="list-style-type: none"> - Access data any time, from anywhere. Initiate the sales and marketing process. - Measure show effectiveness during, not after, the event. - Real-time traffic tracking, by aisle and/or by booth. - Give your Exhibitors information they need to be profitable, productive and informed. - Evaluate Seminars or Workshops. Know – don't guess - if they're viable programs. - Control show issues before they become post-show problems. - Increase ROI. Use intelligence-based data solutions to produce must-attend events for both Exhibitors and Attendees. - Access to reports and data from any location. Collaboration and decision making is timely, easy and efficient.
Robust	Collection devices are wireless. Capture data at point of entry, on the Show floor, in workshops, seminars, and at related events. Downloading data into other software applications gives you total control.
E-Mail Marketing	Begin sales and marketing initiatives immediately. Communicate with prospects, clients and team members quickly and efficiently.
User friendly interface	No more "how to" learning curve. Power ON and start capturing data.
Data Download	Fast easy downloads into other software packages maximizes data control.
Battery powered	Eliminate electrical costs AND enjoy a long life battery that requires no recharging throughout the show.
Standardized Lead Qualifiers	Speed up and streamline the data capturing process with pre-programmed standardized formats.
Customize Lead Qualifiers	Tailor information to address specific needs and you'll make sure you get the information you need and the information the prospect wants.
Add Important Notes	Free form need-to-know information enhances team performance.
Printer option	Add one printer to your booth location and your entire sales team will have wireless connectivity for printing as-needed hard copies such as sales receipts, order forms or captured sales leads to name a few.

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