

# Don't forget your badge scanner!

The most efficient way to capture sales leads on the exhibit floor while conveniently using your own smartphone or rented device.

**Order Online: <https://leads.mcisemi.com/TAA2023>**

## Expo Leads Mobile App Activation:

Android and iPhone compatible mobile app downloads to your device and uses the camera to scan attendee barcodes. Leads are automatically saved for quick scanning and can be reviewed later to add notes, qualifiers, or upgrade to include custom qualifiers, surveys, and send literature. Send the list of leads to yourself or sync with the online admin portal with a data connection and download into a conveniently organized excel document.

The mobile app online management instructions, company specific log-in, and activation codes are sent approximately 2 weeks prior to the event. Online portal allows the main contact to set up custom surveys and/or qualifiers that apply to all devices as well as download leads from all devices in a single document or separate by Device name (entered when activating on mobile device). App and activation require an internet connection, but once set up the app can be run in offline mode.

**Codes consumed on a device are non-transferrable. Additional activations are available for a fee.**



## Optional Upgrade: Virtual Totebag

Upload documents to our online portal to forward to attendees as you scan badges on the exhibit hall floor. Create a custom email template and add any number of flyers, images, or web links so you can send each lead the targeted information they want. Set up links included in your email confirmation and can be modified even while onsite.



## AT725 Handheld Badge Scanner

Simple, no nonsense, 1 button badge scanning. Either button activates the dedicated laser scanner optimized to read event barcodes and automatically saves the lead to the device, all in less than a second. The full touchscreen displays the last lead taken and includes functionality to scroll or search previous leads. Users can also select preset qualifiers or add personalized notes to each lead. Devices are equipped with high-capacity batteries and do not require internet or power during the event. Available for pickup at the lead desk during setup hours.



Leads taken on the device are stored locally and emailed to the main contact after the event has ended. Onsite attendee registrations may not display complete information on device. Full attendee information will be reconciled when emailed at the end of the show. Unit can optionally be programmed with custom qualifiers and/or sync'd to a Bluetooth printer to assist your booth staff gather leads or manage drawing.

## Optional upgrade: Bluetooth Printer

Creates a hard copy of your leads as they are taken. Batteries are designed to last the entire event and rental includes paper for as many leads as you can take (great for drawings!)

Printers cannot be connected to more than one handheld simultaneously.

Printers may not print complete lead information.



## Optional upgrade: Damage Insurance

Replacement can cost up to \$2,000, but insurance will cover any damage to the rental unit(s) during the event, no questions asked. Just bring back the pieces. 1 fee covers all devices rented. Damaged unit must be returned for insurance to apply.

Lost devices are not covered.



## Optional upgrade - Custom Qualifiers

Qualifiers are a quick way to flag leads for consistency or marketing without having to type notes. Multiple qualifiers can be applied to a single lead and are stored in a 'qualifiers' column on the data download separated by a comma. Setup products, a call to action, or priority to help your team follow up and turn leads into sales! See qualifiers sheet for more information.



## Barcodes are encrypted. A developer kit is required to use third party software

Our developer kits utilize the badge ID number of the attendee and an API that allows third party software to pull attendee information in real time. Kits are confirmed and sent out 2-4 weeks prior to the event once badge fields have been confirmed and will include a sample badge for testing.

**For more technical information visit: <https://ecomm.expotools.biz/su/api/documentation/expoleadsMobileExhibitor/>**



Have questions? Email us at [leads@mcievents.com](mailto:leads@mcievents.com)  
Or talk to a person: +1 (800) 464-9382 or (972) 349-5469



**SAVE THE DATE!**  
April 19-21, 2023 ★ Fort Worth



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Lead Cultivation option	Description	On or Before 2/17/2023	On or Before 3/17/2023	After 3/17/2023	Number of Units	TOTAL
<b>Mobile App - Install on your personal device</b>						
Mobile App Premium Startup License Pack	Includes activation for up to 3 devices and custom qualifiers (\$99 savings!)	\$597	\$747	\$897		
Mobile App Single Startup License	Activation for 1 device	\$399	\$449	\$499		
Additional Mobile App Activations	discount activations after startup license	\$99	\$149	\$199		
Custom Qualifiers/surveys	Activates qualifier and survey functionality in the app		\$99			
Virtual Totebag	Send an email with customized attachments as you scan!		\$199			
<b>Equipment Rental - Receive a ready-to-scan device onsite</b>						
AT725 Handheld Scanner Full Service Package	Includes delivery, custom qualifiers, and damage insurance (\$397 value)	\$899	\$999	\$1099		
AT725 Handheld Scanner	Simple, easy-to-use badge scanner	\$699	\$799	\$899		
Bluetooth Printer	Print leads on receipt paper as you scan. Connects to a single AT725.	\$99	\$149	\$199		
Custom Qualifiers	Activates custom qualifier functionality		\$99			
Delivery	Device delivery to your booth (must be present)		\$199			
Damage Insurance	covers any damage (does not cover loss)		\$99			
Virtual Totebag	Send an email with customized attachments as you scan!		\$199			
<b>Developer's Kit - for use with 3rd party applications (requires IT programming)</b>						
Developer kit startup License	API credentials for use with 3rd party lead scanning	\$999	\$1099	\$1199		
Developer's kit additional credentials	discount credentials after startup	\$99	\$149	\$199		
				Subtotals		
				Admin Fee		\$25
				GRAND TOTAL		

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# Custom Qualifiers - \$99 fee to activate

Standard Qualifiers  
included with lead  
service

Send Samples  
Send Literature  
Send Pricing  
Provide Quote

Have Sales Call  
Needs Technical Info  
Needs Demo  
Contact ASAP

Followup 30 days  
Followup 60 days  
Followup 90 days  
Add to mailing list

Place order at show  
Decides Purchase  
Recommends  
Final Say

Large Customer  
Midsize Customer  
Small Customer

1.	11.
2.	12.
3.	13.
4.	14.
5.	15.
6.	16.
7.	17.
8.	18.
9.	19.
10.	20.

Exhibiting Company: \_\_\_\_\_

Booth #: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

State/Country: \_\_\_\_\_

City: \_\_\_\_\_

Phone/ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

(all communication will be sent to this email including receipts and/or welcome emails)

Credit cards (VISA, MASTERCARD, AMEX) are the only form of payment accepted and must be submitted with form to process.

Name on Card: \_\_\_\_\_

Number: \_\_\_\_\_

Exp Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

By filling out and submitting this form, you acknowledge the Cancellation policy

**Cancellation Policy:**

Cancellation requests submitted up to 14 days prior to the event will be refunded less a \$150 admin fee.

**No refunds will be granted starting 14 days prior to the event. All refund requests must be sent to leads@mcievents.com for processing review.**

There is a \$2,000.00 replacement fee for lost or unreturned devices. Devices must be returned to the lead desk within 1 hour of the expo hall closing time on the last day or a \$500 late fee will be charged.

MCI acts as a data controller for this event, and all attendees agree to voluntary sharing of information with exhibiting companies via the lead service.

Full agreement terms can be found here: [https://s3.amazonaws.com/media.mcisemi.com/libs/DPA\\_Lead\\_Retrieval\\_US.pdf](https://s3.amazonaws.com/media.mcisemi.com/libs/DPA_Lead_Retrieval_US.pdf)

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