

# Tools to Maximize Your Sales Opportunities

Transform your trade show experience with CompuLEAD® – the ultimate solution for lead capture using your smartphone or our specialized tablets. It's not just an app – it's a comprehensive sales and marketing strategy at your fingertips!



- Capture leads everywhere, on and off the show floor.
- Use action codes and surveys for lead qualification.
- Identify top prospects with our lead scoring system.
- Send targeted content to prospects.
- Access leads anytime.
- Rapidly transfer lead data into your CRM system.

**Equip Your Team With the Right Tools For the Job!**

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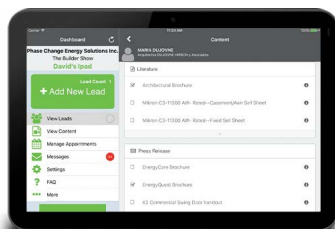
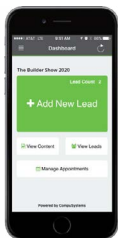
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# LEAD MANAGEMENT PRODUCTS CATALOG

## Performance Racing Industry 2024

# Our Products



### CompuLEAD® App

- Ideal for exhibitors using their own smartphones or tablets as professional lead retrieval tools.
- Flexible license purchasing for any team size.
- Includes 10 standard qualifiers and surveys.
- Compatible with the latest and prior Android and iOS operating system versions.

### CompuLEAD® Tablet

- Perfect for exhibitors preferring not to use personal devices.
- Rentable tablets, each pre-loaded with CompuLEAD software and a badge scanner.
- Includes 10 standard qualifiers and surveys.
- Dimensions: 7" Android Tablet
- Cellular plan included.

### CompuLEAD® Kiosk

- A complete self-service option.
- Pre-installed with CompuLEAD software and a badge scanner.
- Includes 10 standard qualifiers and surveys.
- Delivery, training, and pickup included.
- Dimensions: *Tablet: 15"x10"*  
*Counter Top: 17"x16"x12"*  
*Stand: 4' tall, Base: 22" wide*
- Cellular plan included.

# Product Add-Ons

### Wireless Printer

Elevate your CompuLEAD App by adding a wireless printer. Instantly print lead information and notes for seamless follow-ups.

*Note: Printer only pairs to 1 device at a time.*



### In-App Content Delivery

Send targeted product literature and videos to your prospects via email right from the CompuLEAD App. Level up your marketing with rich and engaging content and turn prospects into customers.



### Custom Qualification

Tailor your lead capture to your unique business needs. Design and implement up to 99 custom lead qualifiers and up to 10 custom survey questions, integrated seamlessly into your CompuLEAD rental.



### Self-Serve Content Delivery

With the M3 app, transform the way you distribute digital content while simultaneously gathering passive leads. Attendees can easily access your materials by scanning your unique QR code signage with their smartphones.



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#### PRODUCT COMPARISON CHART

	 CompuLEAD® App	 CompuLEAD® Tablet	 CompuLEAD® Kiosk	 M3
Scan badges for full contact details				
Capture demographic data				
Download app to my own phone				
Use app on rented device				
Capture leads off the show floor				
Capture leads in self-serve mode				
Pair with wireless printer*				
Qualify leads with action codes/surveys*				
Add notes to leads				
Send electronic literature*				
Export leads in CSV format				
Upload to marketing automation/CRM				
Comply with GDPR				

\*Additional charges may apply

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