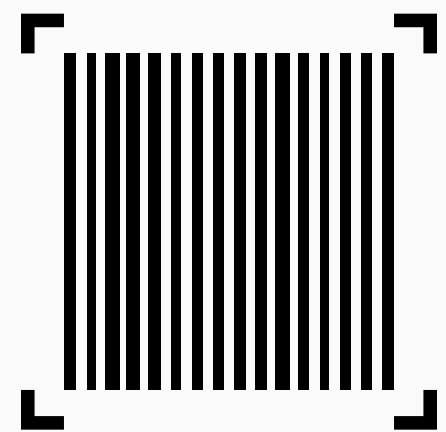




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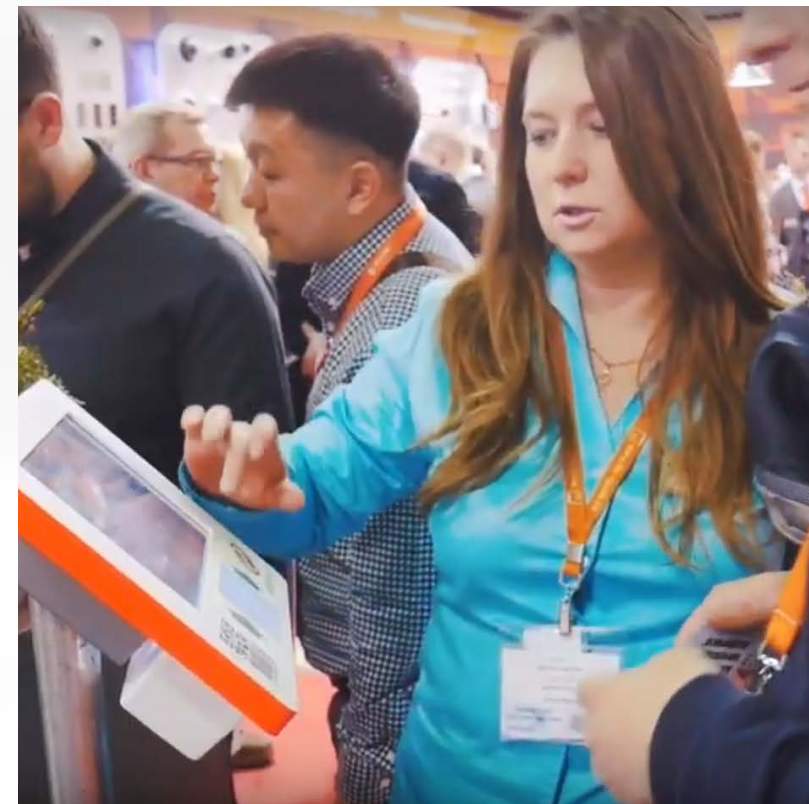


LEAD SCANNER

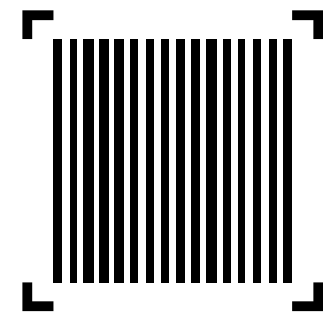


Innovative digital tool for lead generation
which simplifies the achievement of the commercial
result of your exhibiting

DairyTech Connect lead scanner collects a database of visitors to your stand, containing contact information and profile of your potential customer. It allows you to quickly exchange information with potential customers, immediately process data and monitor online the efficiency of the exhibiting.



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Simplifies the achievement of the commercial result of your exhibiting

■ Save time and collect a ready-to-work database of leads

You don't need to spend time on filling paper forms and collecting business cards – DairyTech Connect will do it for you.

■ Increase the loyalty of your potential customers due to the ease of use

Visitors to your stand will appreciate the opportunity to get your materials (catalogs, presentations, price lists) in their personal account, and not to carry these heavy materials all day at the exhibition

■ Take a competitive advantage due to efficiency of database processing

Full collected database of leads can be downloaded in one click - and you can make an offer to customers faster than competitors

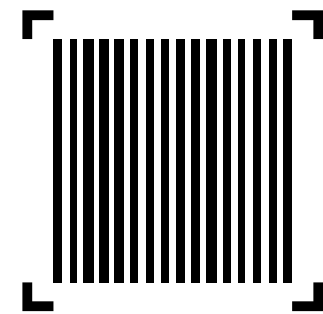
■ Assess the effectiveness of exhibiting and forecast future sales

The obtained database of potential customers will allow you to categorize your customers according to their product interest, company size, etc. You will be able to analyze the demand for your products and build a sales strategy that allows to obtain maximum commercial benefit from participation in the exhibition.

In addition, you will be able to evaluate the effectiveness of the exhibition and each manager's KPI individually and generate reports on the exhibition.



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DairyTech Connect lead scanner works for you



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How DairyTech Connect lead scanner works



Manager choose the better scenario for talk and ask to scan his/her badge ①

(!) Visitor profile on screen is available for 20 sec

- If 20 sec is not available to evaluate the data, you need to press Pause button ② in the left bottom corner of the screen
- If the visitor is not interesting for the company please press Cancel button ③
- To continue work with this visitor please press Next button ④



List of your materials appear on screen ①

- Suggest to visitor to choose the most interesting materials and selected materials will be available to him in his personal account
- Add a message to continue working with visitor. Press Message button ② (in the right top corner). A message is seen only in your database, visitor cannot see it
- To finish working with visitor press Finish button ③



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Additional questionnaire appears on the screen, it contains questions and answer choice. As an example, you can choose the manager who worked with visitor.

- Additional questionnaire can contain few questions (we recommend not more than 5): each question is available on separate screen
- All data collected from additional questionnaire are available only in your database and reports. Visitors can not see it
- After using lead scanner you receive database of visitor to your stand containing full profile of your future customers. Contact details are collected from Organiser's registration form and product interest is collected from your questions.

How DairyTech Connect lead scanner works

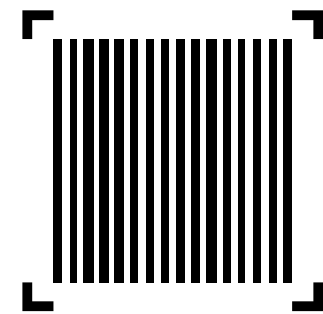
Database contains:

- Visitor name
- Contact details, including phone number
- Company name and its type of business
- Job title and purchasing power
- Purpose of visiting and product interest
- List of materials/products visitor was interested in
- Your manager message on this visitor

You can download database by one click from your personal account in following formats:



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How to order

DairyTech Connect lead scanner

1. To order lead scanner please download an application form on exhibition website, fill it in and email to Larisa.Zhitkova@ite-exhibitions.com
2. Pay the invoice that you will receive to email you fill in the application form
3. After your payment our manager will contact you to make settings of leadscanner for your company

**Still need more information?
Do not hesitate to contact us**

**+7 (499) 750-08-28 ext. 4291
Larisa Zhitkova**



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