



# ScanEvent

Increase your profit

An intuitive three step process: SCAN, UPLOAD, RETRIEVE

## Offer SCANEVENT to your exhibitors, visitors and sponsors.

The first lead retrieval and data management solution for all participants in trade shows and business events; a unique application for visitors, exhibitors and exhibition staff.

**SCANEVENT** combines ease of use and low cost based on keychain barcode scanners and an online application for immediate access to information.

### WHAT IS SCANEVENT ?

ScanEvent is a toolbox for Exhibition and Event Management Personnel utilizing four distinct modules: Lead Retrieval, Expo Data Collection, Online Registration and Event Administration.

Lead Retrieval and Expo Data Collection modules combine the first generation of individual barcode scanners along with a Web-based application. They allow Exhibitors and Attendees equipped with a barcode scanner to scan barcodes on badges to save data by synchronizing the device with an Internet/Intranet connected computer (Exhibitors' laptops or kiosks). After this operation, data is accessible from the Internet or from a local network and can be retrieved in several ways. Exhibitors can also associate Attendees' barcodes with and actions' barcodes to improve the quality of information organization.

ScanEvent is an easy way to improve the efficiency of organizing contact information collected during the event. ScanEvent handles the data and the contact follow-up through the database available on the Web anywhere at anytime. ScanEvent brings mobility, connectivity, flexibility and efficiency to the Exhibition industry.

### THE BENEFITS

- ∴ No need for electricity or cumbersome tabletop devices in the booth
- ∴ Exhibitors use a superior solution at a fraction of today's cost
- ∴ Intuitive "self-service" online application
- ∴ Event producers track attendance and lead-generation, and collect feedback from participants
- ∴ Online presence and interactive post-event activity extend the exposure of your event

### INTERACTIVE AND LOW-COST LEAD RETRIEVAL FOR EXHIBITOR

- ∴ Equip each rep with a personal barcode scanner: make better use of reps' time on the floor and better use of space in your booth.
- ∴ Qualify leads on-site through action barcodes; receive visitors' ACTIVE interest through information of their scanning activity of your products.
- ∴ Follow up while your leads are still hot: access immediately, share and export at will.

### GET A GREATER IMPACT IN YOUR SHOWROOM

- ∴ Use personal barcode scanners to swiftly collect company information and network with peers.
- ∴ Forget about lost business cards, manual data entry and stacks of brochures: all you need is one small barcode scanner.
- ∴ Access your information online long after the event, share it with colleagues and maintain networking contact lists.

### DATA MANAGEMENT FOR YOUR MOST VALUABLE CLIENTS

- ∴ Manage attendance at speaker sessions and workshops and evaluate participants' satisfaction with barcoded questionnaires.
- ∴ Track activity on the exhibition floor, exhibitors' lead-generation activity and visitors attendance in private sessions.
- ∴ Extend the life of your event by driving visitors and exhibitors to your website.



## A POWERFUL AFTER-SHOW MODULE

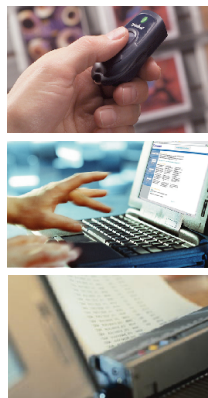
- ∴ Detailed after show report with scanning activity of both Exhibitors and Attendees.
- ∴ Increased database value for both Attendees and Exhibitors information.
- ∴ New Traffic for the Event Producer website from both Attendees and Exhibitors.

## HOW SCANEVENT WORKS

**SCAN** the barcodes on personal badges and on customized action and product barcodes to capture more detailed information.

**UPLOAD** the barcodes from your scanner to the ScanEvent application using any computer connected to the Internet (usually Internet Access Point displayed in the exhibition area).

**RETRIEVE** information on-site or later at work. All data can be organized by attendee, product, or action, saved in Excel® document, sent to Outlook® address book...



## ABOUT GLOBAL EXECUTIVE:

Global Executive, founded in 1998 and a WBENC-certified woman-owned business enterprise, is a single source, comprehensive, B2B conference and event logistics, management and marketing.

Active in over 200 events each year and with experience in 7 countries, the Global Executive team takes pride in its reliability, responsiveness and in the quality of its work and customer service. Founder and President, Leonora Valvo, an active member of C200 and on the IACCM board, has over twenty years of experience in event management and marketing.

## CONTACT INFORMATION

### SCANEVENT

Greg Venier  
203 431 8950 x612  
gvenier@scanevent.com

**TELEPHONE:** (1) 203 431 8950  
**FAX:** (1) 203 431 9305

**EMAIL:** gvenier@scanevent.com

**CORPORATE WEBSITE:** www.globalexec.com

**SCANEVENT DEMONSTRATION WEBSITE:**   
www.scanevent.com

**SCANEVENT FLASH DEMO:**  
<http://www.scanevent.com/flash>

**SCANEVENT INTERVIEW:**  
<http://www.scanevent.com/interview>

SYMBOL is a registered trademark of Symbol Technologies, Inc.  
Copyright © 2005 Global Executive. All rights reserved.  
All other company product names mentioned may be trademarks of the respective companies with which they are associated.

