



GREEN EXHIBITION SERVICES
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EXHIBITOR LEAD MANAGEMENT SYSTEM

We have been leading the market with our unique lead management service for exhibitors at business-to-business events and trade exhibitions for several years.

There are very complex systems available which require extensive training and clumsy equipment - our system keeps things fast, reliable & simple and requires very little training:

- 1) Push button
- 2) Scan barcode
- 3) Download data from registration database



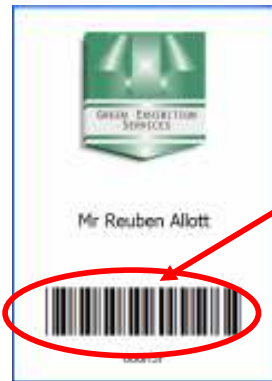
We are proud members:



1 WHAT IS THE “VISITOR DATA COLLECTOR”?

The visitor data collector is a small, convenient barcode scanner which is a simple alternative to collecting business cards from the visitors to your stand.

- 1) Scan barcodes on visitor badges
- 2) Download barcodes
- 3) Receive all details collected by Registration services



Software interface showing a contact list. A red arrow points from the scanner to a specific row in the table.











Photo	Pre-Reg	Title	First Name	Last Name	Company Name	Email Address	Tel. No
		Mr	Reuben	Allott	Allotware	reuben.allott@gmail.com	
			Reuben	Allott	Allotware	reuben.allott@gmail.com	
			Reuben	Allotware	Allotware	reuben@allotware.co.za	
			Reuben	Allott	Allotware	reuben@allotware.co.za	
			Reuben	Allott	Self-Service Test #2	reuben@allotware.co.za	
	X		Reuben	Allott	Allotware	reuben@allotware.co.za	
			Reuben	Allott	Dingleberry	reuben@allotware.co.za	
			Reuben	Allott	Allotware	reuben@allotware.co.za	
			Reuben	Allott	Allotware	reuben@allotware.co.za	
			Reuben	Allott	Self-Service Test #5	reuben.allott@gmail.com	
			Reuben	Allott	Allotware	reuben.allott@gmail.com	
			Reuben	Allott	Allotware	reuben@allotware.co.za	
			Reuben	Allott	Allotware	reuben@allotware.co.za	
			Reuben	Allott	Self-Service Test #4	reuben@allotware.co.za	

WHAT IS THE “CATEGORY FORM”?

You have the option to place visitors in a selection of ten categories, by using the “Visitor Category Form”. You can name these categories however you like and use them to filter your visitor data listing.

- 1) Scan barcode on visitor badge
- 2) Scan category barcode
- 3) Scan additional categories to attach the contact to more than one category



Test Event	14 May 2008 11:18:10
GREEN EXHIBITION SERVICES	
Visitor Scanner Categories	
Exhibitor Name:	Allotware
Stand Number:	Hall 1 - A1
Contact Name:	Reuben Allott
Contact Email Address:	reuben.allott@gmail.com
Contact Number:	082 809 3262
Category 1:	Product A 
Category 2:	Product B 
Category 3:	Product C 
Category 4:	Service A 
Category 5:	Service B 
Category 6:	Service C 
Category 7:	Special 1 
Category 8:	Special 2 
Category 9:	Special 3 
Category 10:	Brochure 

3 HOW DO I USE THE SCANNER?

During build-up or on the morning of the first day of the event (depending on what the event organisers have arranged for your particular show) you will receive your barcode scanner(s) and will be required to sign the release form wherein you accept responsibility for the care of the scanner.

The supervisor on duty will be able to instruct you on the use of the scanner and the Visitor Category Form. You will also receive a one-page brief explaining the basic operational procedures and contact details for technical support.

The scanner beeps to let you know a barcode has been correctly recorded. The scanner holds 500 barcodes, after which the data must be downloaded. The download procedure stores your data in the system database. Once the data has been successfully downloaded, your scanner is cleared to allow space for another 500 barcodes. The entire download procedure for a full scanner (500 barcodes) is about 20 seconds.

When you download your data is up to you, but we recommend you download it at least once a day. This minimizes the amount of data you may lose if your scanner is stolen or dropped into an incinerator by a disgruntled former employee.

The supervisor on duty can download and clear your scanner for you, or you can do it yourself at the Exhibitor Self-Service Scanner Terminal. This is a simple interface which will automatically download your scanner data as soon as you connect it. This unmanned terminal allows you to download and clear your scanner at any time even if the supervisor is unavailable.



4 WHAT IS THE SCANNER TERMINAL?

The Exhibitor Self-Service Scanner Terminal is a simple interface which automatically downloads and clears your scanner as soon as you connect it. This unmanned terminal allows you to download and clear your scanner at any time even if the supervisor is unavailable.



Simply connect your scanner as shown in the video displayed on the terminal.

Your barcodes will download automatically and then the system displays your data listing.



Your data is displayed in the "View Data" screen after completing the download.

You can filter the data by individual scanner, download batch or contact details such as name and company.

You also have the option of generating a Microsoft Excel file or a plain-text CSV file.



The first time you download data you will be required to fill in any missing contact details.

You must also create a password which you can then use to download your final data listing from our web server once all post-show data cleaning and capturing has been completed.

5 HOW SECURE IS MY DATA?

Your data is as secure as the barcode scanner is in your possession.

The barcode scanner uses non-volatile memory (like a “USB Flash disk”) and so data will not be lost if the batteries go flat. In this case we simply swap in new batteries and then download as normal.

The device is fairly resilient to bumps – it will usually survive every-day mishaps like falling to the ground (please don’t test this theory!).

Exposure to extreme heat, radiation or magnetic sources may damage the device or corrupt the data stored on it (don’t expose it to extreme heat, radiation or magnetic sources!).

The download procedure automatically clears the barcode data from the scanner, but only once the data has been inserted into the system database. The data cannot be mysteriously “lost during the download”.

Each scanner has a unique name which is detected automatically during the download procedure. This ensures that the data is downloaded for the correct exhibitor without any manual selection required. If an exhibitor has received the incorrect scanner and downloaded data, that data can easily be re-assigned to the correct exhibitor in the system – each batch of records downloaded can be isolated in the system by exhibitor, scanner or download date/time.

Our onsite operation typically uses one primary onsite database server automatically synchronized with two or more backup onsite database servers.

The onsite primary database is automatically synchronized with the on-line web server database, usually within 5-10 minutes. The primary on-line web server database is additionally synchronized with the backup on-line database server for extra protection.

The software system has been in development for nearly a decade and covers everything except the physical loss or theft of the device (sorry, that one’s left up to you!).

Our systems have been used on events such as Hostex, Futurex/Computer Faire and Markex where there are typically anywhere from 50 - 200 scanners being deployed and downloaded over several days.

6 HOW DO I DOWNLOAD MY DATA?

Once you have downloaded your scanner onsite your office staff can usually start working your list within 5-10 minutes when the onsite servers are automatically synchronized with the online web servers.

However, internet connectivity problems beyond our control may affect this turnaround time. We usually use the venue infrastructure as the primary connection and fallback on a wireless 3G connection in the event of service failure.

The registration process should be explained at this point because it affects when the data is “complete”.

At point of entry we capture only enough data to print the visitor badge and get the visitor into the event as quickly as possible. This is usually:

- 1) Title
- 2) First Name
- 3) Last Name
- 4) Company Name
- 5) Email Address.

This means that you will have all the above data as soon as you download your scanner.

Many of the visitors would have registered online – these people already have supplied all their data so this data is also available immediately.

In the back office in parallel our data capturing team then works through all the registration forms and gradually completes all the remaining data fields. At the end of the manual data capturing procedure certain automated data cleaning tools also run through all the data.

The online download page includes an indication of whether or not the data capturing process has been completed.

You may download your data as soon as it is dumped from your scanner but it usually takes about a week after the event has ended before all the forms have been fully captured and cleaned.

As a policy the data will remain online for one month after the end of final data capture and cleaning. In practise the data will remain online longer because I’m probably too lazy to take it down.

7 WHERE IS THE WEB SERVER?

Assuming a valid email address has been supplied, you will receive an instructional email before and after the event with a link to click on which will take you directly to your database.

You may also access your data online by visiting our website:

www.greenexhibitions.co.za



Look for "Lead Management" in the left-side menu. Click on the picture of the scanner and then follow the on-screen instructions. You will be prompted to enter your company name and password. If you have not configured your download password you must contact the supervisor on duty (during the show) or you can contact us directly.

You can also configure your download password at the Exhibitor Self-Service Terminal by connecting your scanner and pushing the "Password" button.

Once you have logged on you will see your data listing something like this:

 A screenshot of a web browser displaying the Markex website. The page title is "markex 09 and world of events". Below the header, there is a navigation menu and a main content area. The main content area features a table with columns: Row, Download Time, Scan Time, Scanner ID#, First Name, Last Name, Company Name, and Email Address. The table contains 11 rows of data. Below the table, there are buttons for "Save List" and "Save Unique".

Row	Download Time	Scan Time	Scanner ID#	First Name	Last Name	Company Name	Email Ad
1	8/10/2009 20:24:47 AM	8/10/2009 11:48:01 PM	304888 105 99	Test	Test	Company Test	test@markex.co.za
2	8/10/2009 20:24:47 AM	8/10/2009 10:46:21 AM	304888 105 99	Test	Test	Company Test	test@markex.co.za
3	8/10/2009 20:24:47 AM	8/10/2009 10:45:21 AM	304888 105 99	Test	Test	Company Test	test@markex.co.za
4	8/10/2009 20:24:47 AM	8/10/2009 10:45:21 AM	304888 105 99	Test	Test	Company Test	test@markex.co.za
5	8/10/2009 20:24:47 AM	8/10/2009 10:45:21 AM	304888 105 99	Test	Test	Company Test	test@markex.co.za
6	8/10/2009 20:24:47 AM	8/10/2009 10:45:21 AM	304888 105 99	Test	Test	Company Test	test@markex.co.za
7	8/10/2009 20:24:47 AM	8/10/2009 11:51:49 AM	304888 105 99	Test	Test	Company Test	test@markex.co.za
8	8/10/2009 20:24:47 AM	8/10/2009 11:48:11 PM	304888 105 99	Test	Test	Company Test	test@markex.co.za
9	8/11/2009 08:36:03 AM	8/10/2009 12:30:01 PM	304888 105 99	Test	Test	Company Test	test@markex.co.za
10	8/11/2009 08:36:03 AM	8/10/2009 12:30:01 PM	304888 105 99	Test	Test	Company Test	test@markex.co.za
11	8/11/2009 08:36:03 AM	8/11/2009 04:03:44 PM	304888 105 99	Test	Test	Company Test	test@markex.co.za

You can scroll through your data or click the "Save List" button to download all the data to a data file on your computer (CSV file, which can be opened with Excel). The "Save Unique" button will download only a list of unique contacts.

The web system allows you to easily filter the listing by name, company, email. You can select data from specific scanners that your company used or even individual downloads based on the date/time of download:



If you use a Category Form you will see 10 columns indicating which categories were assigned to each contact:



8 GENERAL ETIQUETTE

8.1 Collecting Data

The general purpose of the Visitor Data Collector is an elegant, convenient and unobtrusive alternative to collecting business cards from your visitors.

Visitors have the right to with-hold data during registration. However, this solution is aimed at business events where any visitor serious about conducting business will be supplying his contact details for this very purpose.

Our registration tactics are aggressive but courteous at insisting on contact details, but there are always those who will refuse. Statistically these visitors are not serious contenders for business.

Other registration companies may trim out such records but we maintain complete transparency on the data – what you see is what we've got, automatically delivered from our servers. If you really need to get hold of such a person at least you will have his name and company.

8.2 Scanning Visitors

You should always be asking the visitor's permission before scanning his barcode. On some shows certain exhibitors are merely playing the numbers game and scanning anybody within range in order to harvest the database.

Scanning a visitor's barcode without his permission and then using those contact details is possibly a contravention of the applicable privacy laws (in South Africa, the ECT bill).

You should also avoid physical contact with the visitor while scanning his badge, for example tugging on the visitor badge around his neck.

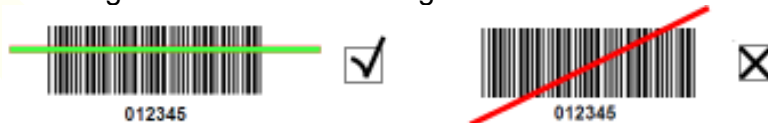
The worst thing you can do is to yank an unsuspecting visitor off his feet as you grab his badge and scan it.

These practices can degrade the overall experience of the event for visitors which can only have a negative impact on the value of the event for the organizers and stakeholders (you and the other exhibitors) of the event.

The fear of SPAM often leads to more people refusing to supply details at future shows, and even to supply false information which poisons and degrades the value of the database.

9 TECHNICAL BRIEF

1. Simply scan visitor barcodes to record the data. Please be sure to hear the scanner beep and flash green. Do not hold the scan button for too long – the scanner will time out and the light will flash orange. Normally the light goes green while trying to scan a barcode, then beeps and flashes green when a barcode is correctly scanned. The light may go red while trying to scan - this indicates a low battery warning but you can still scan barcodes as long as you hear the beep and it flashes green.
2. Hold the scanner about 10 cm away from the barcodes. It will not work if it is too close or too far from the barcode. The red beam must cover the blank white space on either side of the barcode and go across the entire length of the barcode:



3. Make sure the visitor badge is flat – if the badge is bent the barcode is distorted and may not scan.
4. Make sure the visitor badge is not reflecting strong light, especially if enclosed in a plastic pouch. This is best avoided by scanning perpendicular to the badge, and not at any angles. Also beware of strong tungsten, neon or ultraviolet lights as these can interfere with the scanner.
5. The scanner holds about 500 barcodes. If it gets full it will not record any more barcodes. This is indicated by a low-tone beeping sound and the light on the scanner will turn red instead of flashing green. Please bring us the scanner when this happens - we will download all your data and clear the scanner for more barcodes.
6. You can record additional data for each visitor by using the Scanner Category form. After scanning a visitor badge you can then scan any of the barcodes on the Scanner Category form. Please fill in your own descriptions next to each barcode category - we will enter these in the system and they will be displayed in the visitor list online. You may scan more than one category barcode after each visitor, or no category barcodes.
7. Please keep the scanner for the entire duration of the event to avoid queuing every morning and evening. We do however recommend that you download the data at least once per day. That way you will not lose all your data if the scanner is lost or stolen.
8. To download your data click on the link in the email you should have received. Alternatively, please visit www.greenexhibitions.co.za and follow the on-screen instructions. You will be prompted to enter your company name and password.
9. Please feel free to bring the scanner back to us if it does not appear to be working correctly.
10. For queries, contact Derek on 082 449 8939 or Reuben on 082 809 3262.