EUROECHO 2010

Copenhagen - Denmark

08 -11 December 2010

Key4lead Information form

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Lead gathering opportunities

- **Simple product to collect contact details during an event.**

- **Specially designed for :**
  - ✓ Easily and quickly gathering a list of visitors to a booth, a symposium, or a sponsored session.
  - ✓ Qualifying the contact's information via « action code »

    Action code examples : to follow up immediately, is interested by , etc.

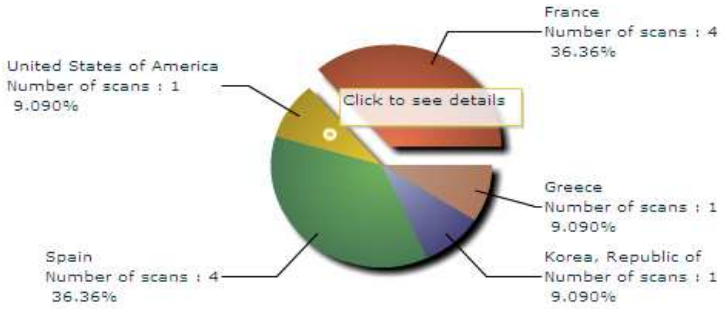
- **The different steps :**

❑ Before the event:

1. Go to your account (or create your account) on key4events portal and place your order online.
2. Assign each reader a name for easy identification.
3. Configure your action codes for booth usage: (see the next page for more details).

❑ During the event:

1. The sales staff should collect their badge readers which will be clearly identified at the badge reader desk
2. On your booth, scan the badges of each participant or visitor,
3. One or more action codes can be scanned to qualify more precisely the nature of the contact,
4. At the end of each day, please go to the badge reader desk to download your scans
5. Our team will upload the data every evening to your account
6. From your account, you can download the full contacts details in a excel file or view aggregated statistics

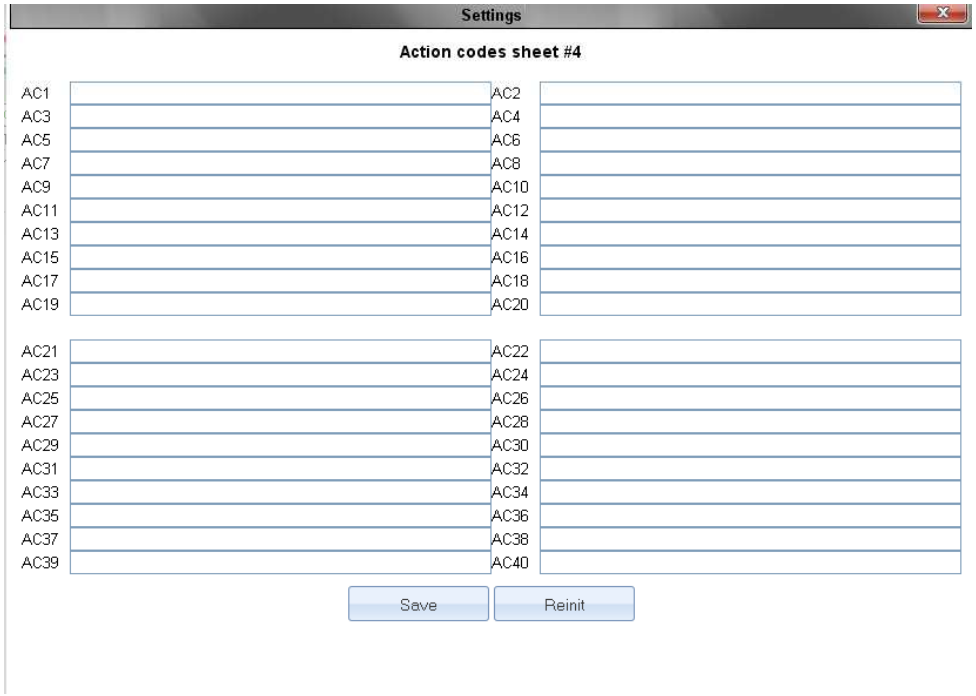


Before the Event

How to customize your Action Codes?

At portal.key4events.com, please do the following:

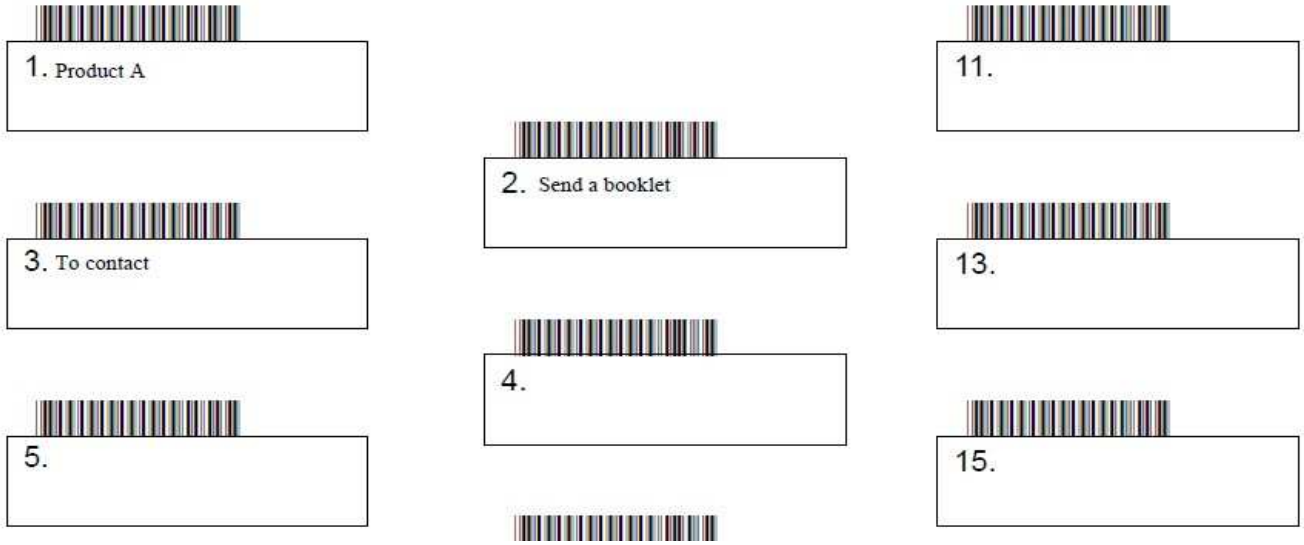
1. Login to your account
2. Go to “key4lead” tab
3. On the left side, select the Event
4. Click on “add an action code sheet”
5. Fill in your actions codes (action, name of products etc…)
6. Create as many lists as you need
7. Save your action codes list(s)
8. Link a badge reader to a list
9. Print it (must be a laser printer)



During the Event

How to use the badge reader on site

- Scan the badge of a visitor **FIRST**
- SECONDLY scan one or more Actions Codes if needed



- Scan the next visitor
- Etc.

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During and After the Event

How to retrieve your data?

At portal.key4events.com:

1. Login to your account
2. Go to “key4lead” tab
3. On the left side, select the Event

- ✓ Download your data as an Excel file
- ✓ View your statistics and reports
- ✓ Filter your contacts in order to send e-mails

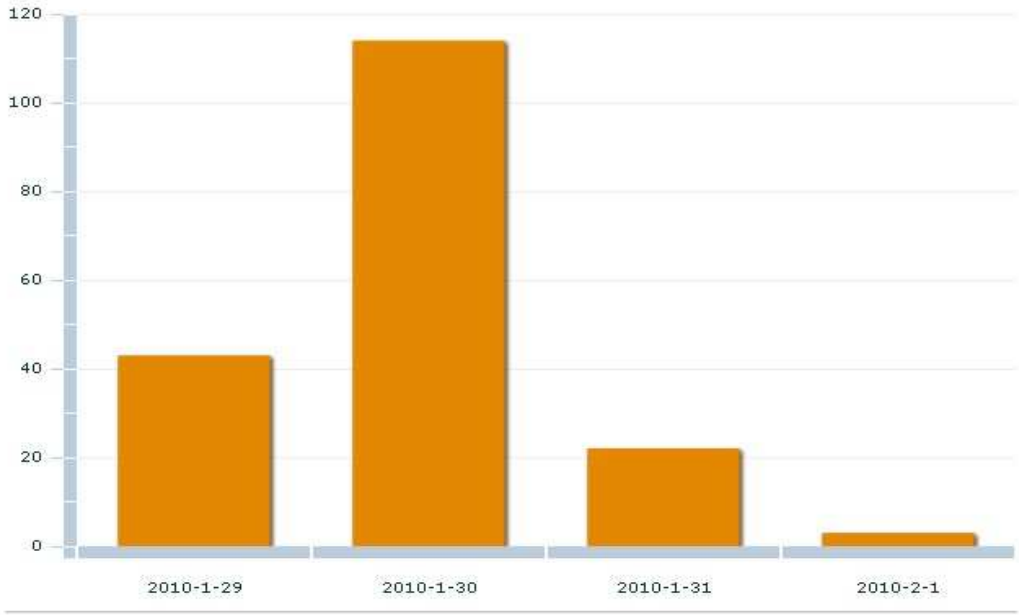
Key4lead Report &Statistics

Home | Global | Graphics | Action codes

All scans

Global congress information

Day	Persons	Readers	Scans
1/29/2010	40	2	43
1/30/2010	108	2	114
1/31/2010	20	2	22
2/1/2010	3	2	3
-	171	2	182



Scans

key4events 1	key4events 2
77	105

key4monitoring v1.2

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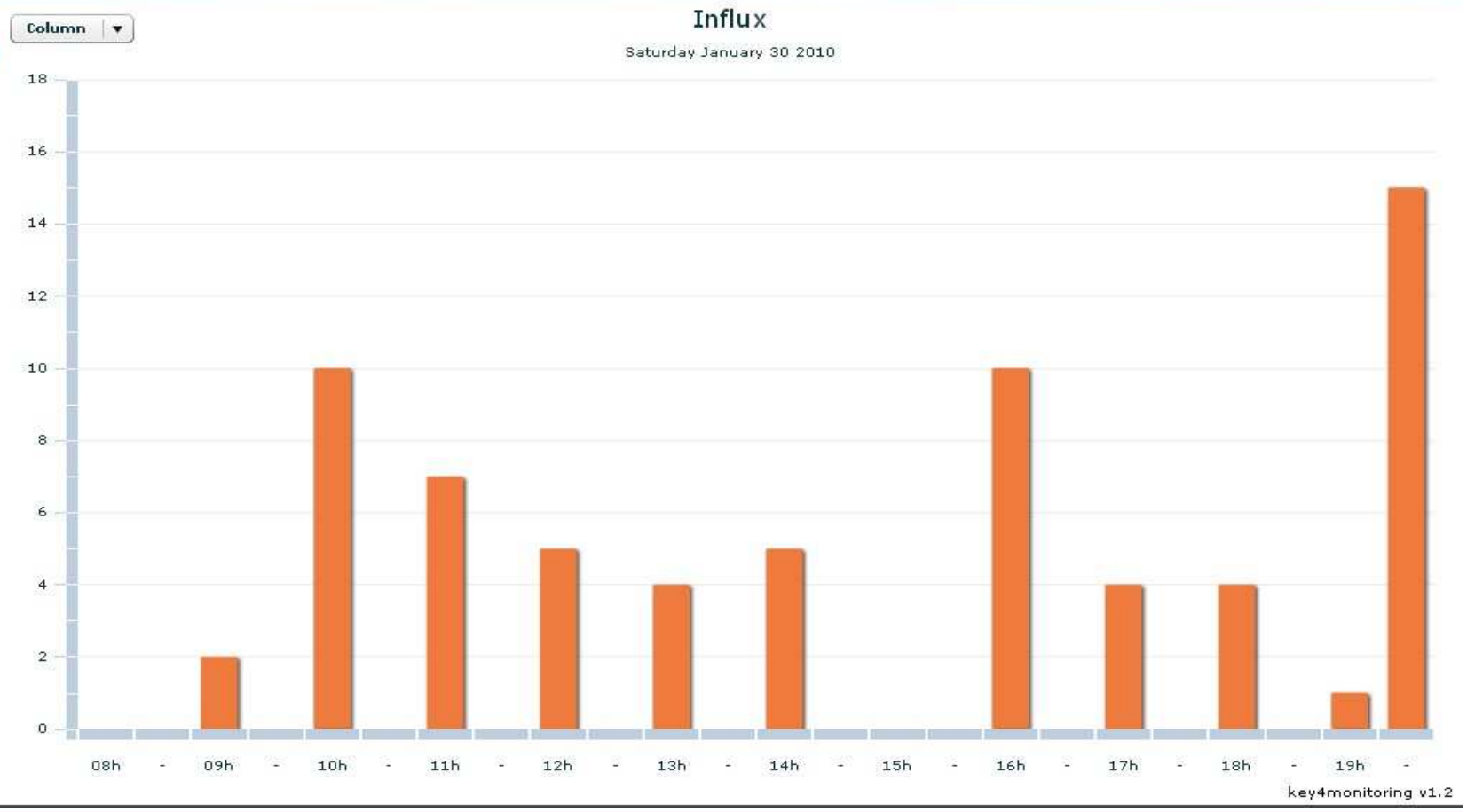
Key4lead Report & Statistics

Home | Global | Graphics | Action codes

Graphics

- Influx
- Friday January 29 2010
- Saturday January 30 2010
- Sunday January 31 2010
- Monday February 01 2010



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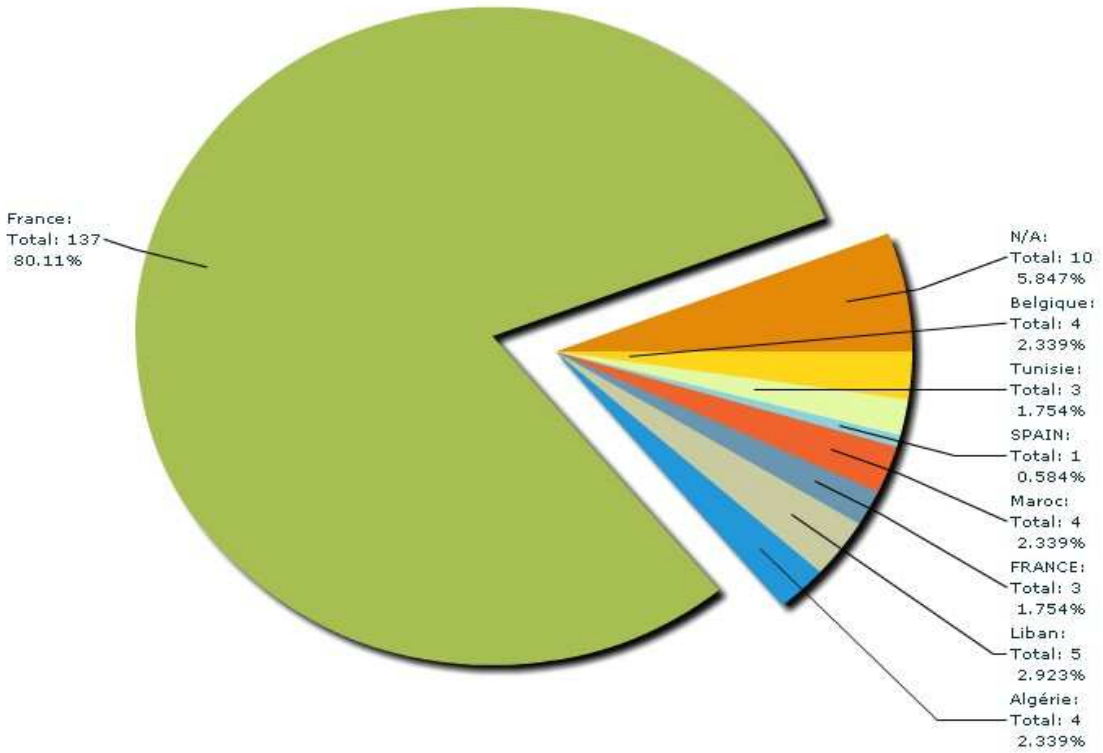
Key4lead Report & Statistics

Home | Global | Graphics | Action codes

Graphics

- Country
- Typebadge
- Reader

Country



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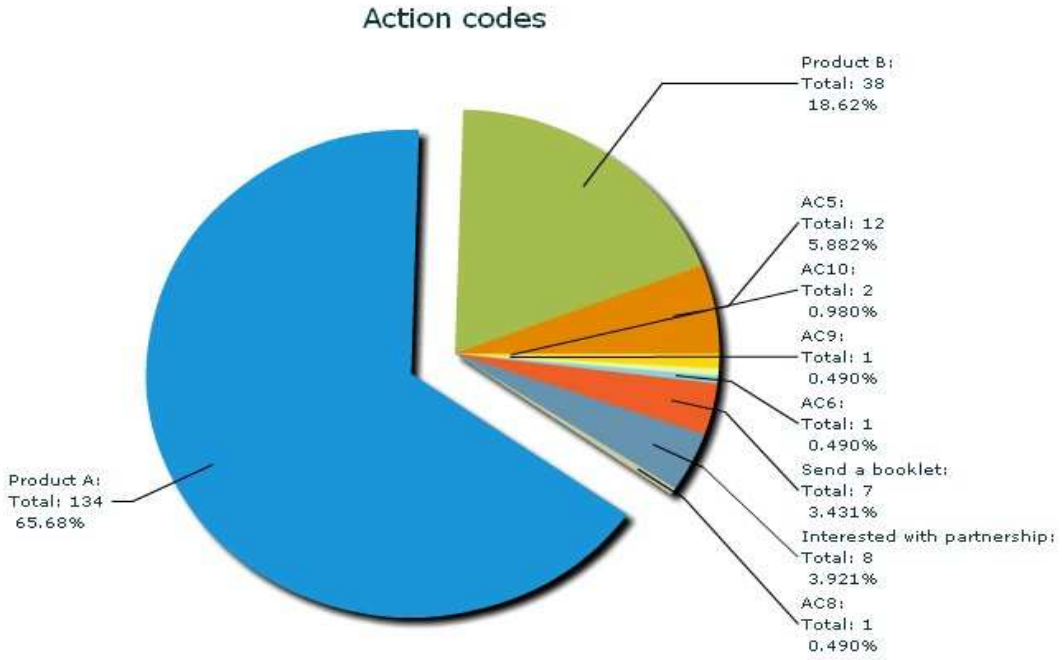
Key4lead Report & Statistics

Home | Global | Graphics | Action codes



Filters: search | Reader | AC1 | AC2 | AC3 | AC4 | AC5 | AC6 | AC8 | AC9 | AC10

AC1	AC10	AC2	AC3	AC4	AC5	AC6	AC8	AC9	Addr	Adre:	Code:	CellPl	City	Civilit	Coun	Email	Fax	FirstN	ID	LastN	Phon	Posta	Read	Read	Regis	Servi	Socie	Typel	title
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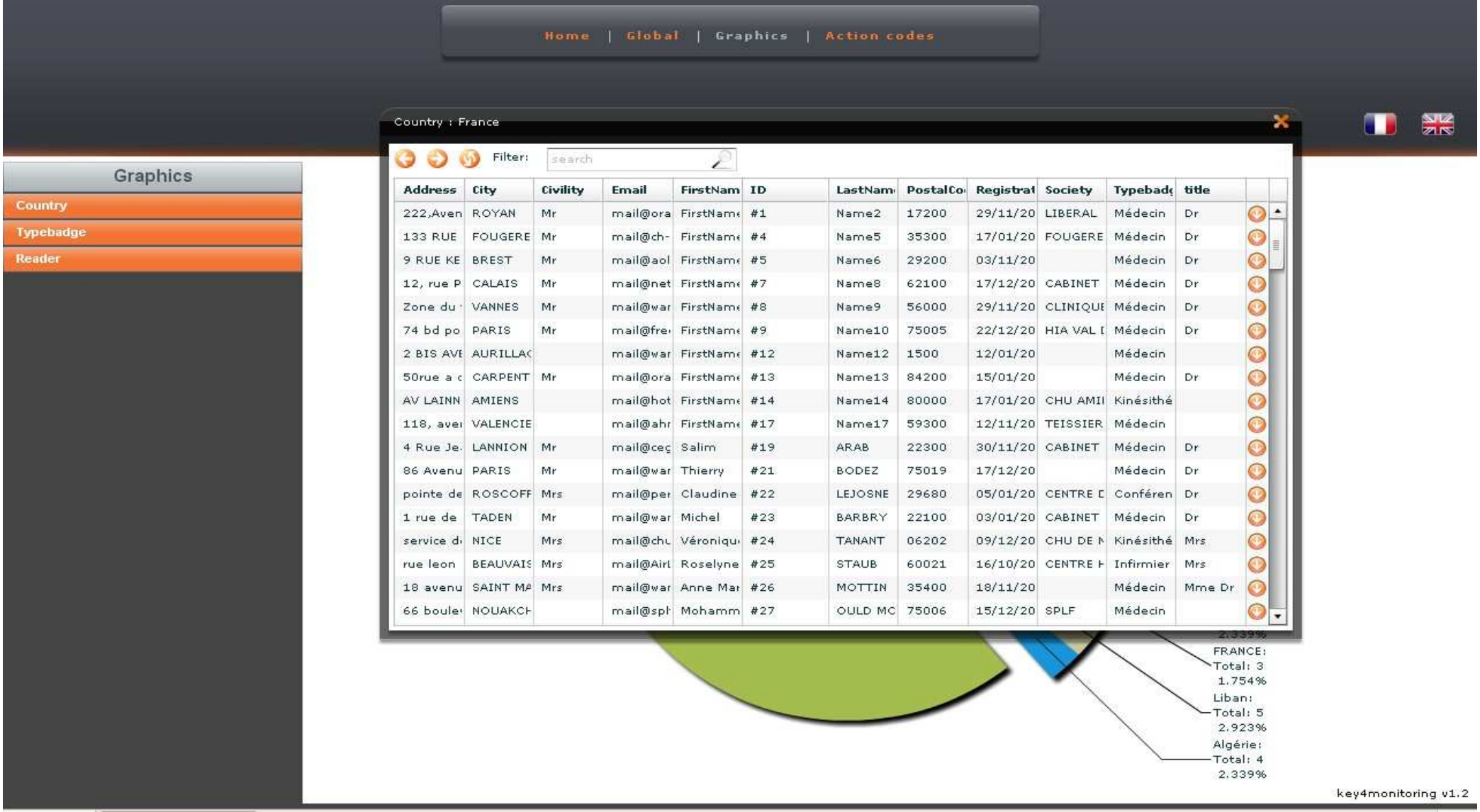
Key4lead Report & Statistics



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Key4lead Advanced - Ordering

To place your order, please go to our platform and create your account on
http://portal.key4events.com/event/euroecho?code=6dc07f

If you need any help, do not hesitate to contact us by mail at
contact@key4events.com

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Key4lead Advanced - Pricing

FIRST BADGE READER **with battery charger**	**290€ excl. VAT**
ADDITIONAL BADGE READER **with battery charger**	**120€ excl. VAT**

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