

Heart Failure 2011

Gothenburg, Sweden

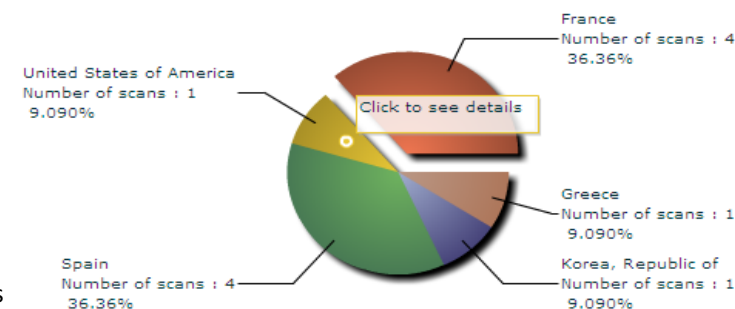
21 May - 24 May 2011

Key4lead Advanced Information form



Lead gathering opportunities





- You can now obtain a complete file with the **organiser database plus the additional data from your custom fields**
- **Specially designed for :**
 - ✓ Gathering a list of visitors on a booth,
 - ✓ Defining your own custom fields and retrieving the contact details you want: Email (get the personal email address of your contact instead of generic address), Name, Country, Specialties,.....
 - ✓ Qualifying your contacts with « action codes »
Action code examples : to follow up immediately, is interested by,...
- **The different steps :**
 - Before the event:
 1. Go to your account (or create your account) on key4events portal and place your order online
 2. Configure your pocket PC online (see the next page for more details).
 - During the event:
 1. The sales staff should collect their pocket PCs which will be clearly identified at the badge reader desk
 2. On your booth, scan the badge of your contact
If a previously scanned contact comes back to your stand, you can collect information not taken on the first scan.
 3. First page, fill in the fields you created such as : Email Address, Name, Surname...
 4. Press the pre-defined action codes to qualify more precisely the nature of the contact
 5. At the end of the event, please go to the badge reader desk to download your scans
 6. From your account, you can download the full contacts details in a excel file or view aggregated statistics



How to customize your Pocket PC?

Online order platform for services and materials dedicated for events

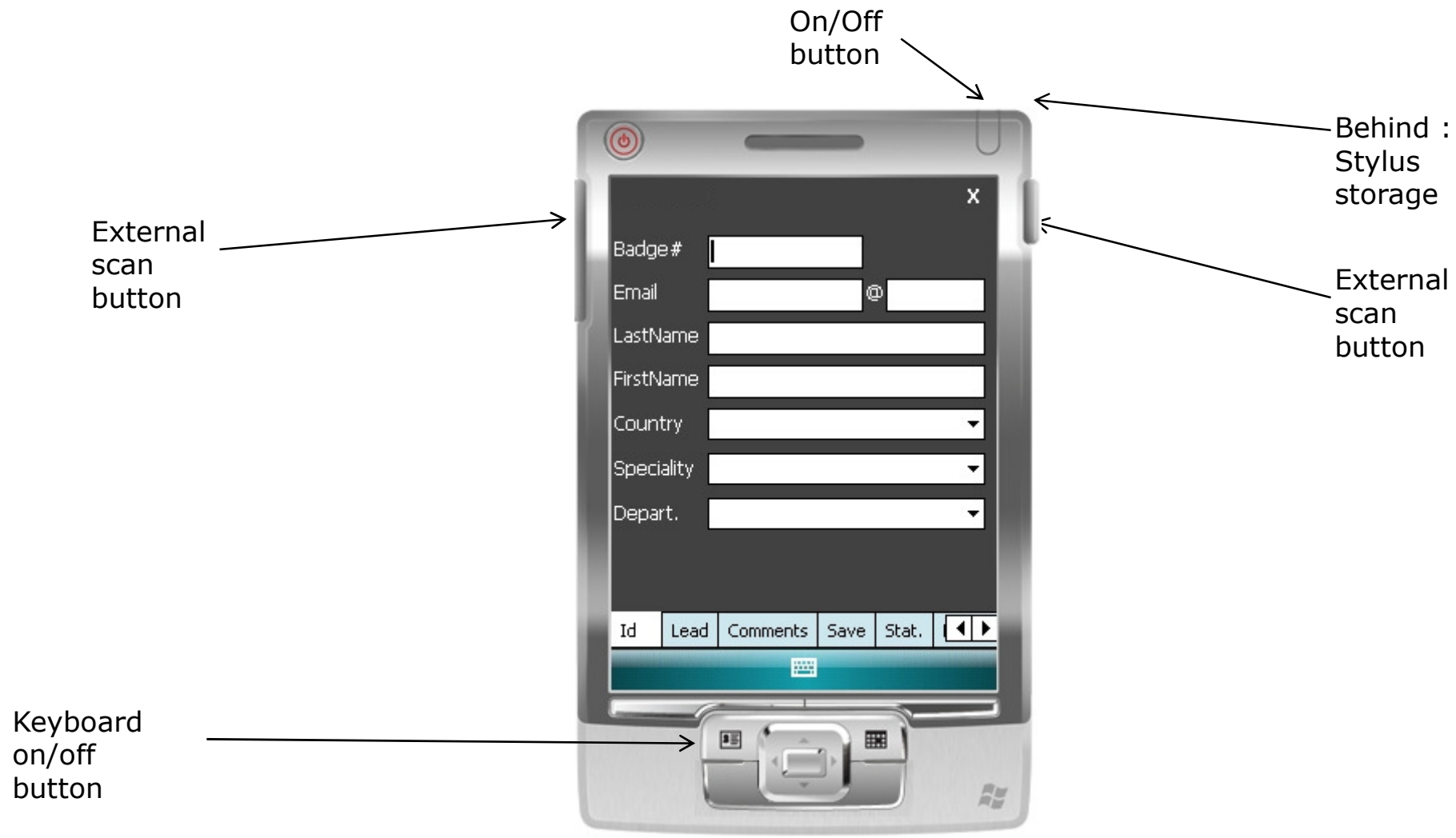
Home Profile Order Downloads key4lead key4preview key4register Mme Kinsella Log out

 Action codes Customize your "action codes" in order to qualify your contacts.	 Statistics View the statistics corresponding to the collected data during the event.	 Excel Download the scan list with MS Excel.	 Mailing Select your contacts with your own criteria.
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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 Create a configuration Pocket PC
5. Click on "setup"
6. Configuration:
7. Assign each pocket PC a name for easy identification
 - Configure the ID Tab; 8 fields may be displayed where:
 - You can define each field choosing a title and a type (*text, select list, country list, email address*)
 - For a select list, you can define the elements
 - Configure your 40 action codes (displayed in the lead tabs)
 - Save
8. Create as many configurations as you need
9. For each configuration, link a Pocket PC(s)

key4lead Advanced global features



How to use the device?

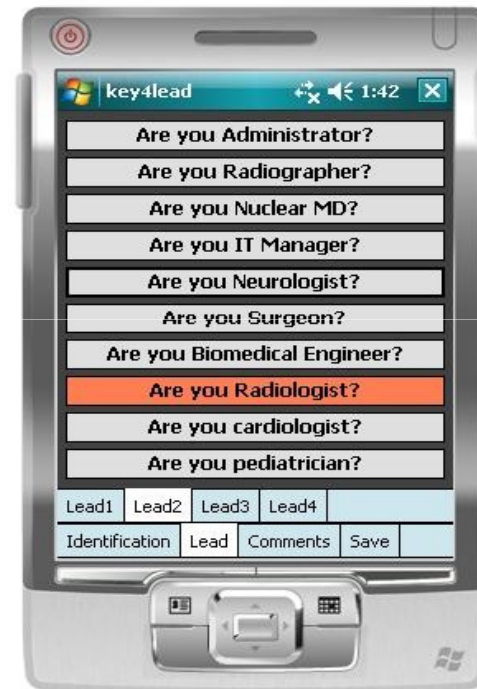
1. Scan the bar code
2. Fill in the fields you customized in the ID tab with the keyboard
3. Go to Lead tab
 - Use Lead 1 or 2 or 3 or 4
 - Click the desired action code button (on/off)
4. Go to Comments Tab
 - Fill in the Comments field
5. Click on Save button to save your lead

Select the « Action Codes »

Lead tab



4 "action codes " tabs



Maximum of 10 action codes per Tab

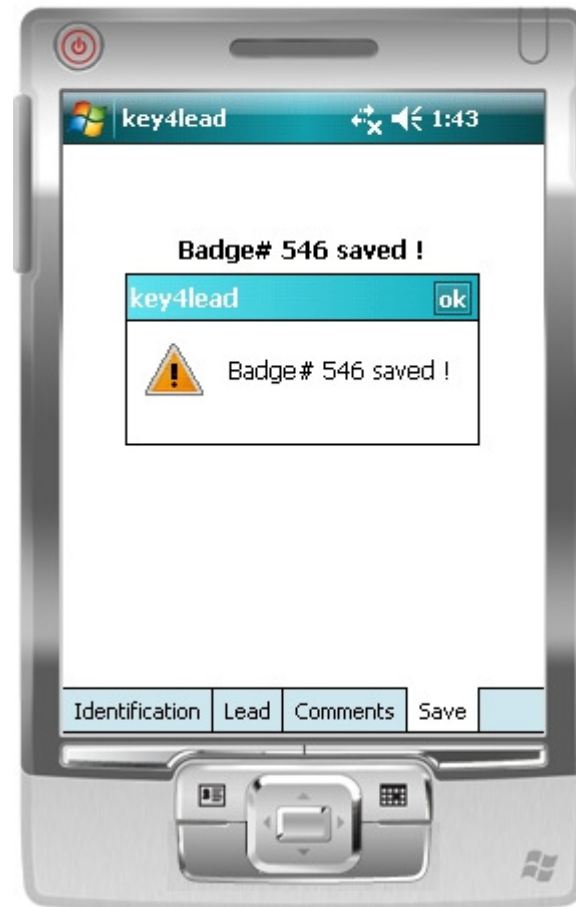
Comments tab

Additional comments can be entered and associated with your contact



Save the Lead

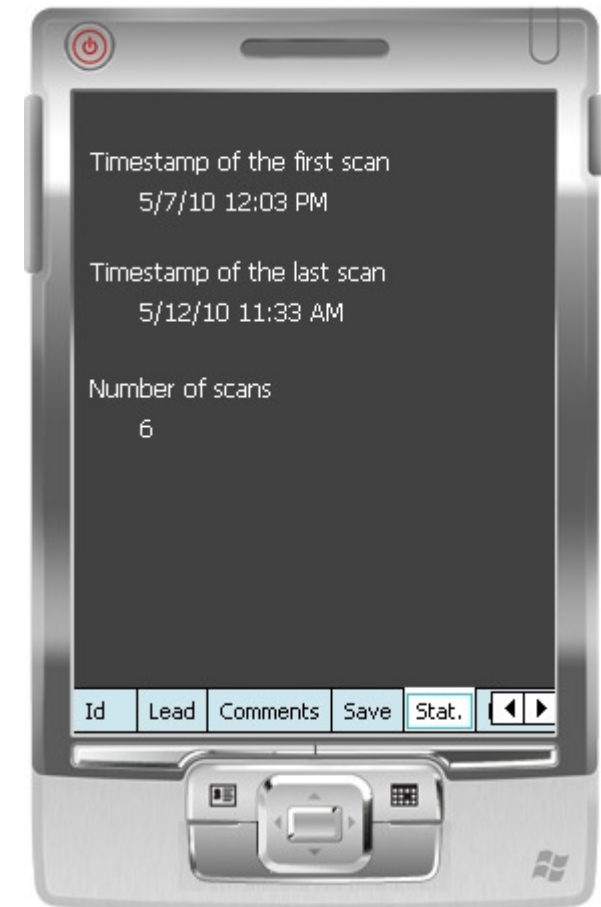
Save tab



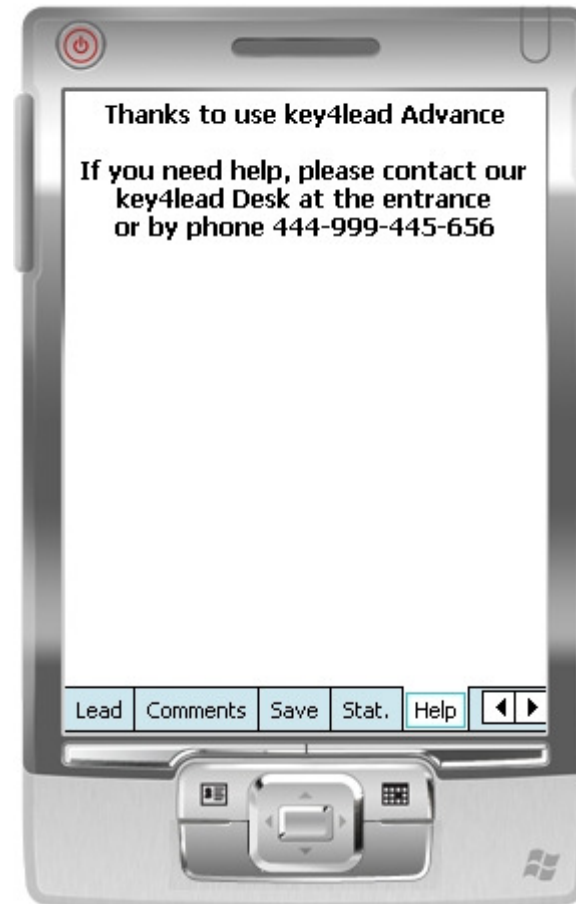
Statistics tab

•Simple statistics are immediately accessible:

- Scans date and time
- Number of contacts scanned

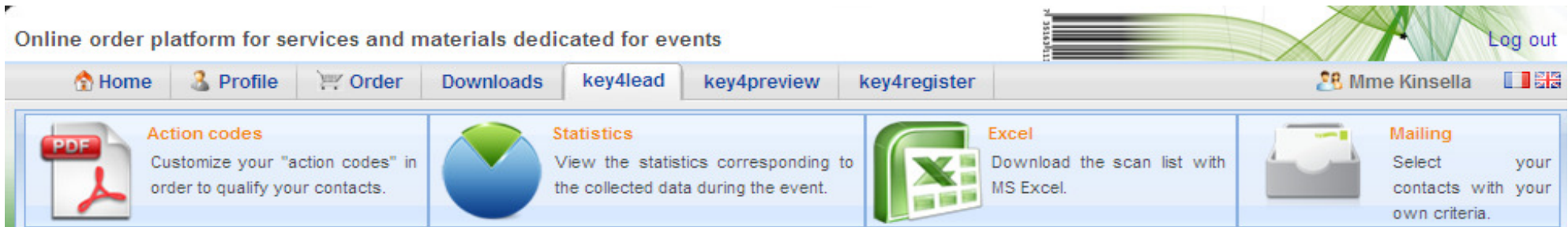


Assistance



During and After the Event

How to get 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 on an Excel file
 - ✓ Consult your statistics and reports
 - ✓ Sort out your contacts in order to send e-mails

Key4lead Report & Statistics



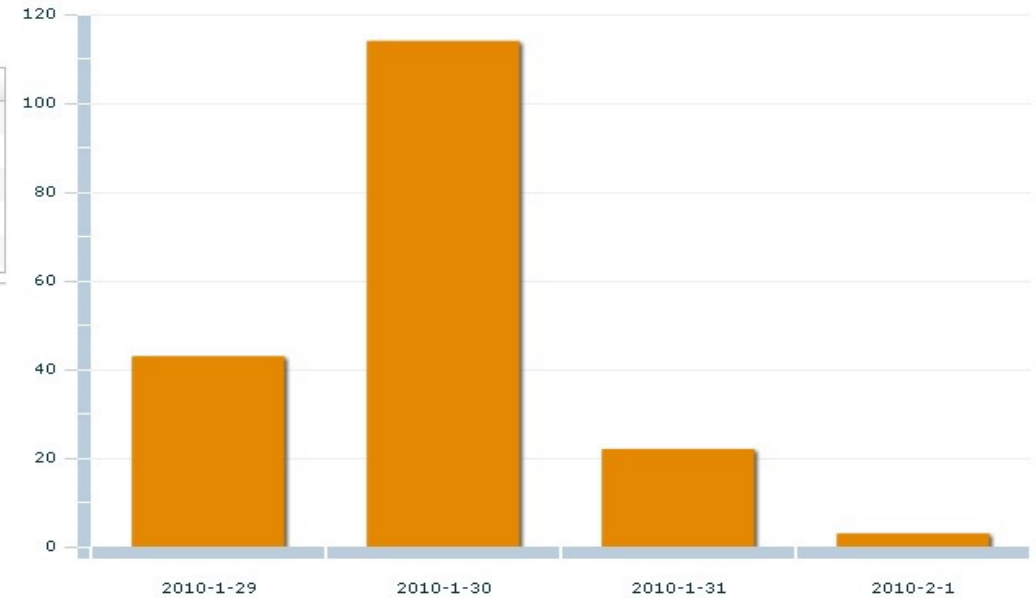
[Home](#) | [Global](#) | [Graphics](#) | [Action codes](#)



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

Key4lead Report & Statistics



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Graphics

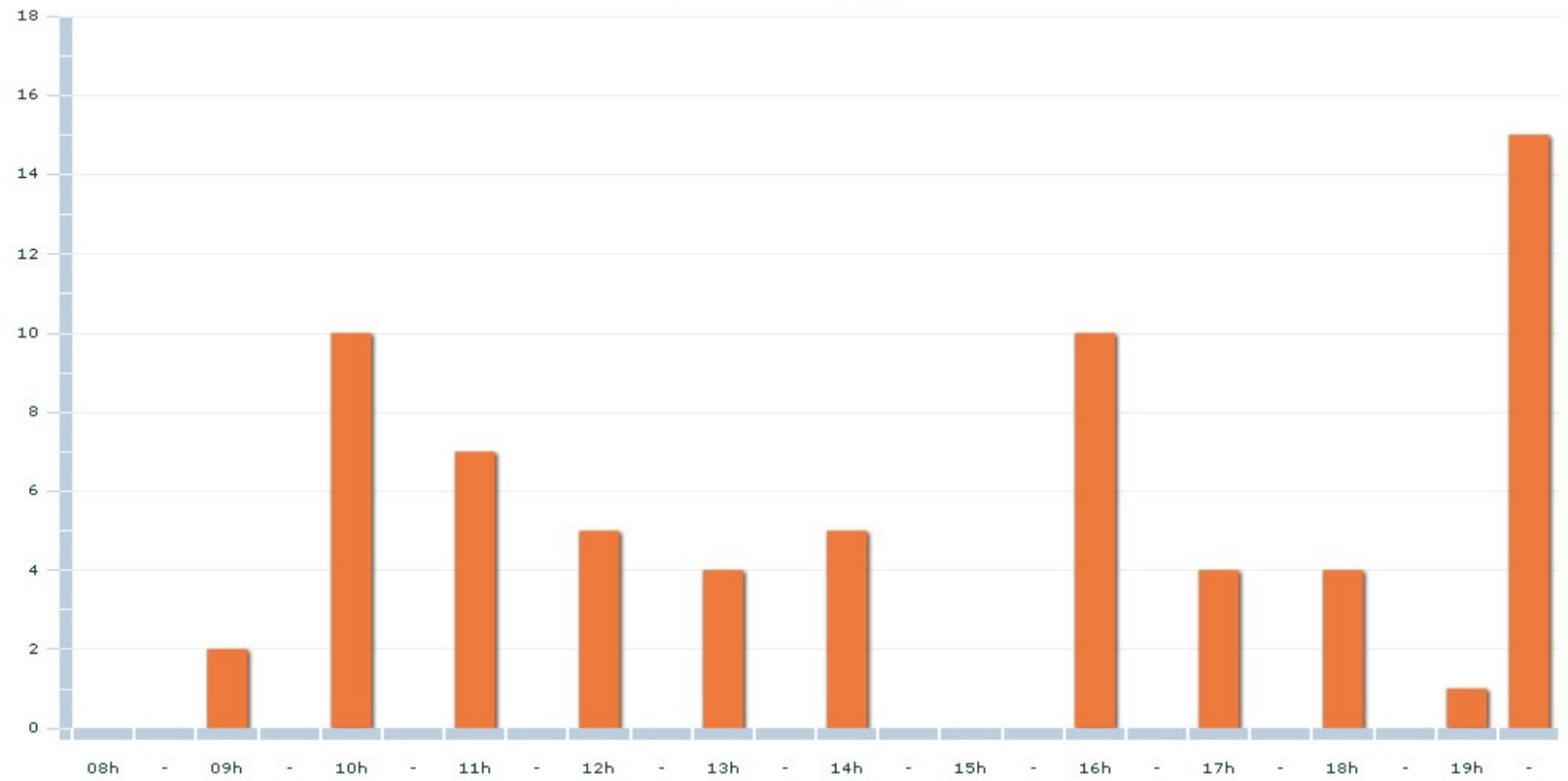
Influx

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

Column ▾

Influx

Saturday January 30 2010



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Key4lead Report & Statistics

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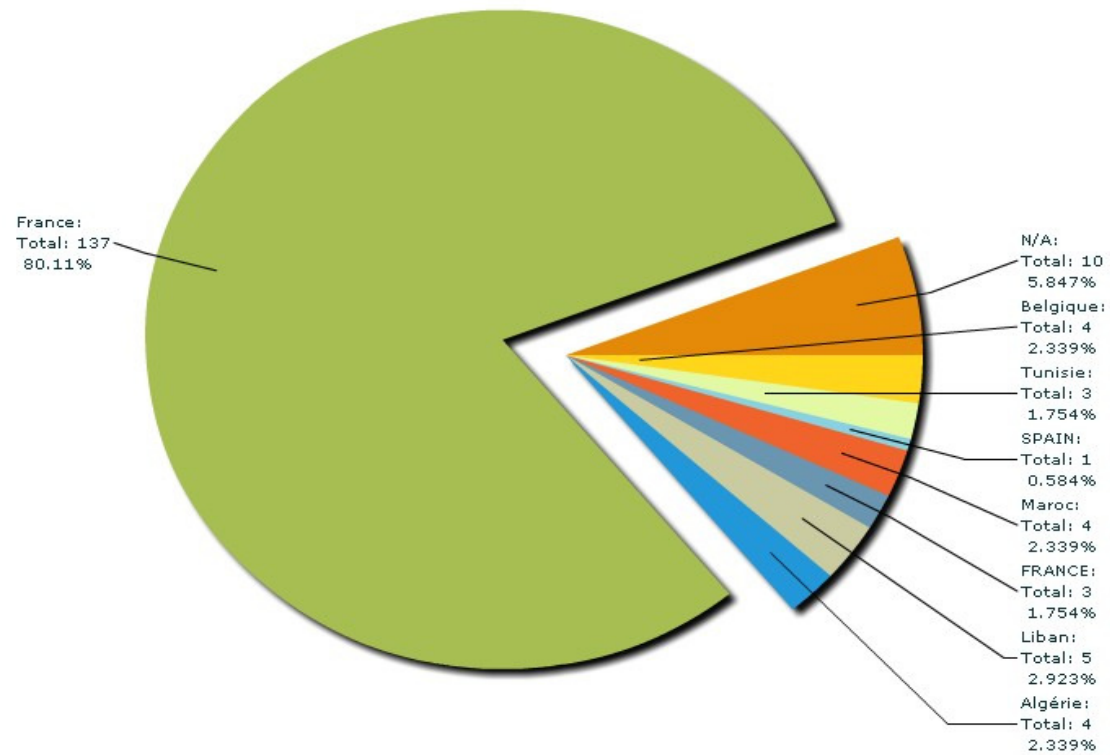
Graphics

Country

Typebadge

Reader

Country



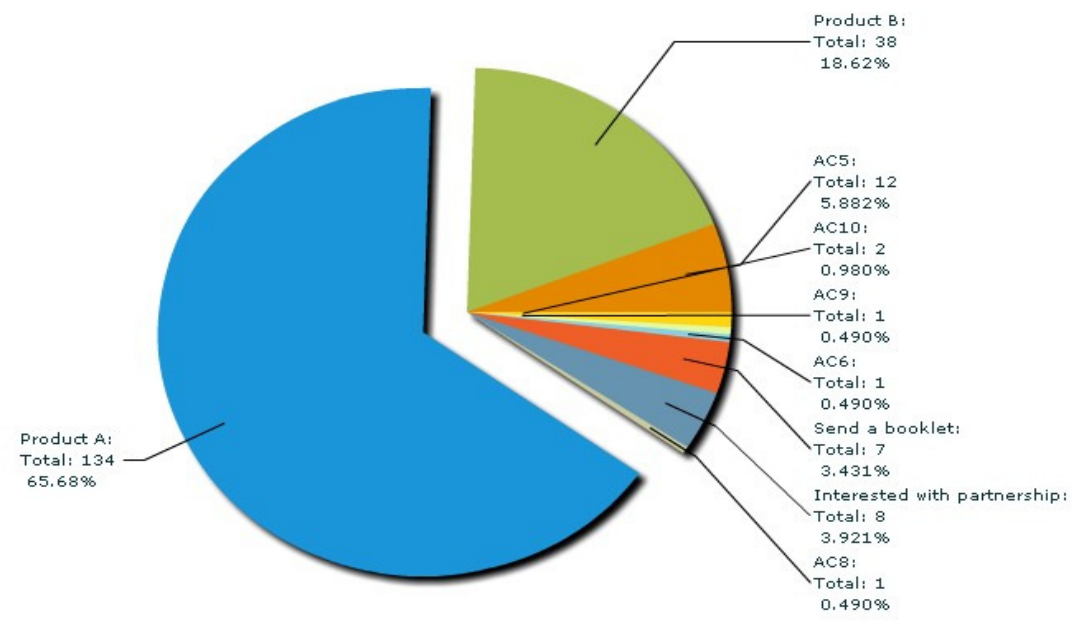
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Key4lead Report & Statistics

Home | Global | Graphics | Action codes



Action codes



Filters:

AC1	AC10	AC2	AC3	AC4	AC5	AC6	AC8	AC9	Addr	Adre	Cede	CellPl	City	Civilit	Coun	Email	Fax	FirstN	ID	LastN	Phon	Post	Read	Read	Regis	Servi	Socie	Type	title
x			x	x		x	x	x						Mrs				FirstN	#0	Name		2010	0032	07/01		VITAL	Expos		
x									222,A				ROYA	Mr	Franc	mail@		FirstN	#1	Name		1720	2010	0033	29/11	LIBER	Méde	Dr	

Key4lead Report & Statistics



Home | Global | Graphics | Action codes

Graphics

Country

Typebadge

Reader

Country : France

Filter: search

Address	City	Civility	Email	FirstName	ID	LastName	PostalCo	Registrat	Society	Typebad	title
222,Aven	ROYAN	Mr	mail@ora	FirstName	#1	Name2	17200	29/11/20	LIBERAL	Médecin	Dr
133 RUE	FOUGERE	Mr	mail@ch-	FirstName	#4	Name5	35300	17/01/20	FOUGERE	Médecin	Dr
9 RUE KE	BREST	Mr	mail@aol	FirstName	#5	Name6	29200	03/11/20		Médecin	Dr
12, rue P	CALAIS	Mr	mail@net	FirstName	#7	Name8	62100	17/12/20	CABINET	Médecin	Dr
Zone du	VANNES	Mr	mail@war	FirstName	#8	Name9	56000	29/11/20	CLINIQUE	Médecin	Dr
74 bd po	PARIS	Mr	mail@fre:	FirstName	#9	Name10	75005	22/12/20	HIA VAL I	Médecin	Dr
2 BIS AVE	AURILLAC		mail@war	FirstName	#12	Name12	1500	12/01/20		Médecin	
50rue a c	CARPENT	Mr	mail@ora	FirstName	#13	Name13	84200	15/01/20		Médecin	Dr
AV LAINN	AMIENS		mail@hot	FirstName	#14	Name14	80000	17/01/20	CHU AMII	Kinésithé	
118, ave	VALENCIE		mail@ahr	FirstName	#17	Name17	59300	12/11/20	TEISSIER	Médecin	
4 Rue Je.	LANNION	Mr	mail@ceç	Salim	#19	ARAB	22300	30/11/20	CABINET	Médecin	Dr
86 Avenu	PARIS	Mr	mail@war	Thierry	#21	BODEZ	75019	17/12/20		Médecin	Dr
pointe de	ROSCOFF	Mrs	mail@per	Claudine	#22	LEJOSNE	29680	05/01/20	CENTRE C	Conféren	Dr
1 rue de	TADEN	Mr	mail@war	Michel	#23	BARBRY	22100	03/01/20	CABINET	Médecin	Dr
service d	NICE	Mrs	mail@chL	Véroniqu	#24	TANANT	06202	09/12/20	CHU DE N	Kinésithé	Mrs
rue leon	BEAUVAIS	Mrs	mail@Airl	Roselyne	#25	STAUB	60021	16/10/20	CENTRE F	Infirmier	Mrs
18 avenu	SAINT MA	Mrs	mail@war	Anne Mar	#26	MOTTIN	35400	18/11/20		Médecin	Mme Dr
66 boule	NOUAKCH		mail@spl	Mohamm	#27	OULD MC	75006	15/12/20	SPLF	Médecin	



key4monitoring v1.2

Key4lead Advanced - Ordering

To place your order, please go to our platform and create your account on <http://portal.key4events.com/event/hf2011?code=4ecd6a>

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

Key4lead Advanced - Pricing

FIRST POCKET PC with battery charger	490€ excl. VAT
ADDITIONAL POCKET PC with battery charger	320€ excl. VAT