ESC Congress 2010

Stockholm - Sweden

28 August - 1 September 2010

Key4lead Advanced Information form

key4lead Advanced

Lead gathering opportunities

- Simple product for grouping and prioritizing contacts collected during an event.

- Specially designed for :
  - Easily gathering a list of visitors to a booth,
  - Get contact information
    - Email, Name, Country, Specialties,…..
  - Prioritize the contacts obtained via « action codes » and comments
    - Action code examples : To follow up immediately, is interested by,...

- The different steps :
  1. The sales staff are provided with a Mobile Pocket PC bar code reader and scan the badge of each participant or visitor,
  2. First page, you can fill in: Email Address, Name, Surname,
  3. The pre-defined action codes can be "pushed" to qualify more precisely the nature of the contact,
  4. Each day our team back up the data from the reader,
  5. During or after the event, the contacts collected along with a number of statistical reports are available for view or for download via the web client account.
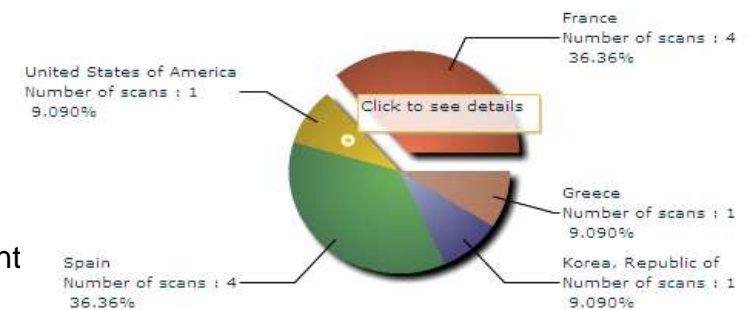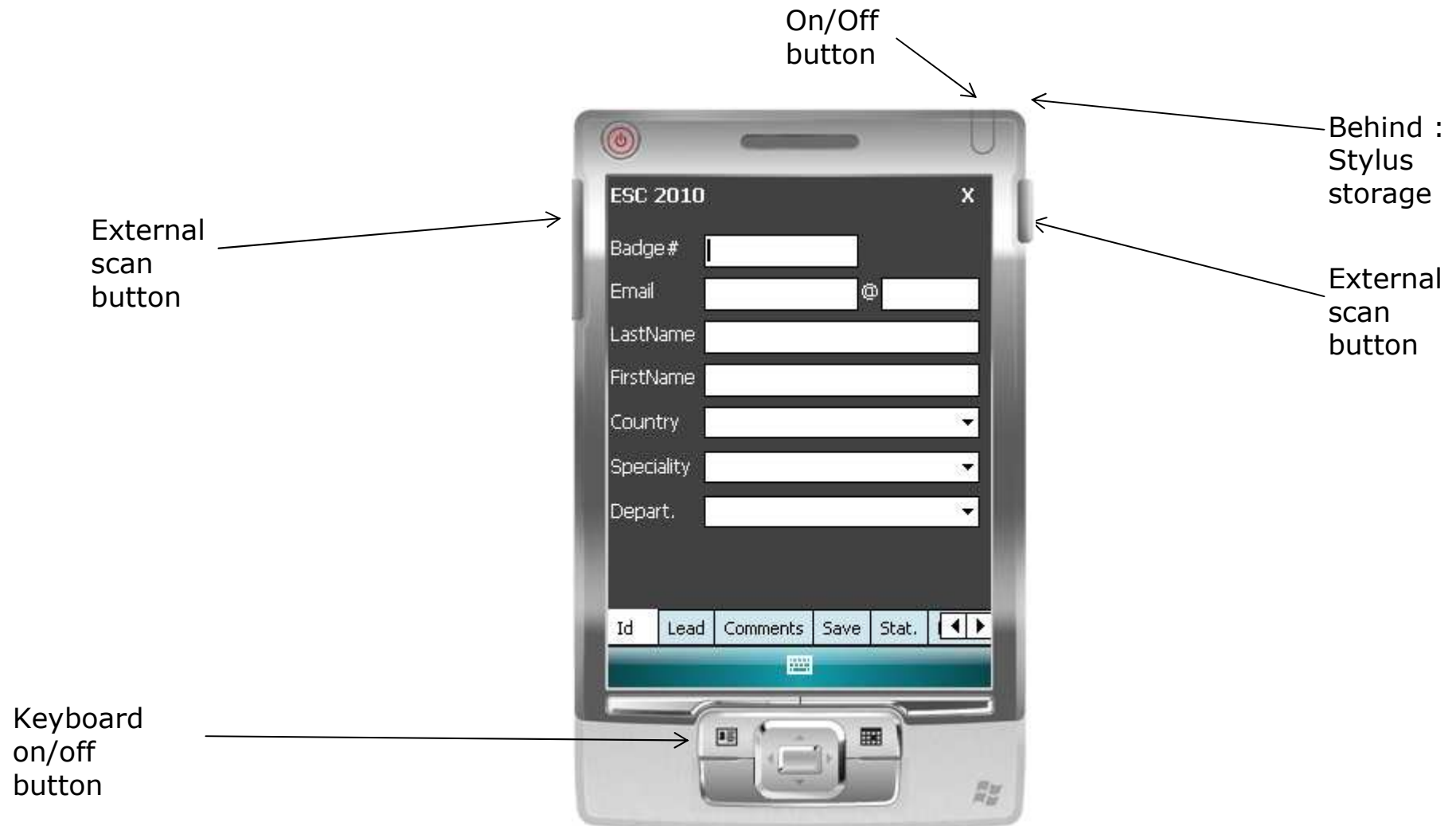
Configuration Tab

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The "action codes" are defined by the customer through the key4events web portal before the events

When the PDA is delivered to the customer on-site, all "action codes will be pre-loaded by key4events team.

From/To key4events portal

Download configuration

Upload lead to portal

Manually

Import configuration from file

Export lead to file

| Save | Stat. | Help | Config | | ◀ ▶ |

On/Off button

Behind : Stylus storage

External scan button

External scan button

Keyboard on/off button

ESC 2010   X

Badge#

Email   @

LastName

FirstName

Country

Speciality

Depart.

| Id | Lead | Comments | Save | Stat. | ◄ ► |

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How to use the device ?

1. Scan the bar code
2. Fill in the Mail Address field (optional)
3. Fill in the Name field (optional)
4. Fill in the Surname field (optional)
5. Change to Lead tab
   - Use Lead 1 or 2 or 3 or 4
   - Click or push the desired action codes button (on/off)
6. Change to Comments Tab
   - Fill in the Comments field (optional)
7. Click on Save button to save your lead

Select the « Action Codes »

key4events

Lead tab
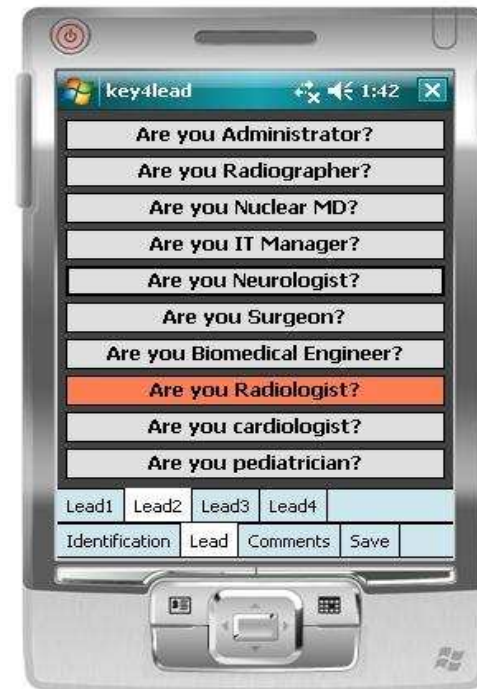
4 "action codes " tabs   Maximum of 10 action codes per Tab

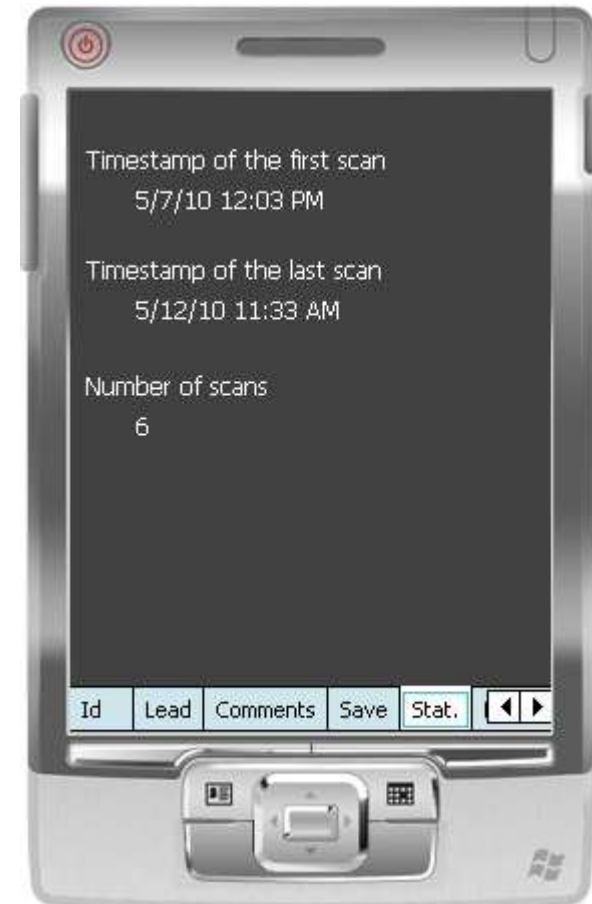# Additional Information

Comments tab

Save the Lead

Save tab

Get Status

Statistics tab

- Simple statistics are immediately accessible

- Date and time when scanning started
- How many leads scanned

Timestamp of the first scan
5/7/10 12:03 PM

Timestamp of the last scan
5/12/10 11:33 AM

Number of scans
6

| Id | Lead | Comments | Save | Stat. | ◄ ► |

key4events

Quick User Guide

Main features are described in few pages

Thanks to use key4lead Advance

If you need help, please contact our key4lead Desk at the entrance or by phone 444-999-445-656

| Lead | Comments | Save | Stat. | Help | ◀ ▶ |

key4lead Advanced

## How to personalize and get your data?

- **Before the event**

  - On key4portal you will be able to:

    - Configure the 1 to 3 drop down fields (displayed on first step)

    - Configure your 40 action codes (displayed in the lead tabs)

- **During and after the event**

  - On your key4portal account you will be able to:

    - Download your data on an Excel file

    - Consult your statistics and reports

    - Create list of contacts and send e-mails

Key4lead Report & Statistics

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
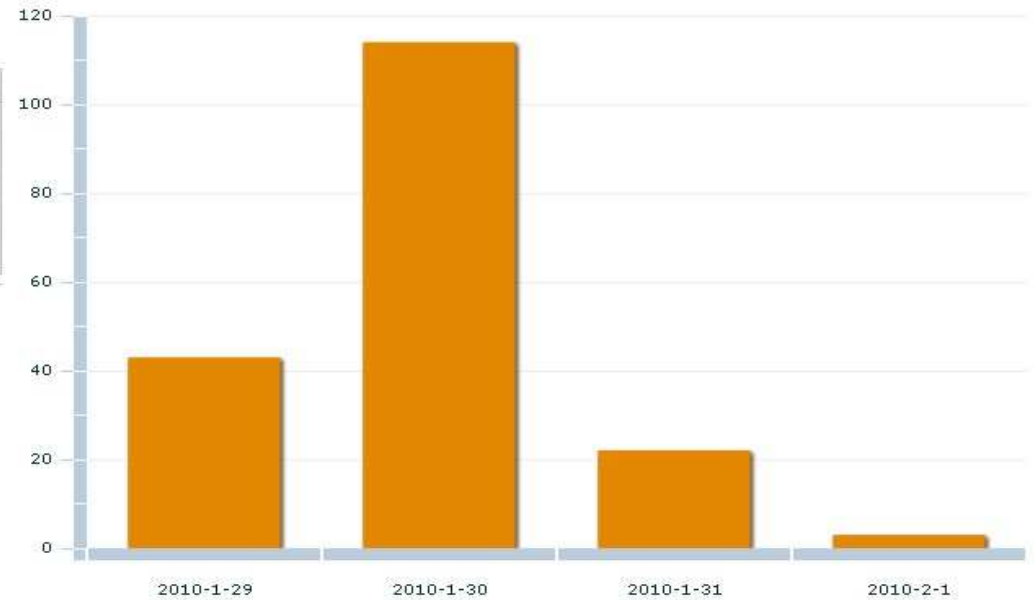
Scans

key4events 1	key4events 2
77	105

key4monitoring v1.2
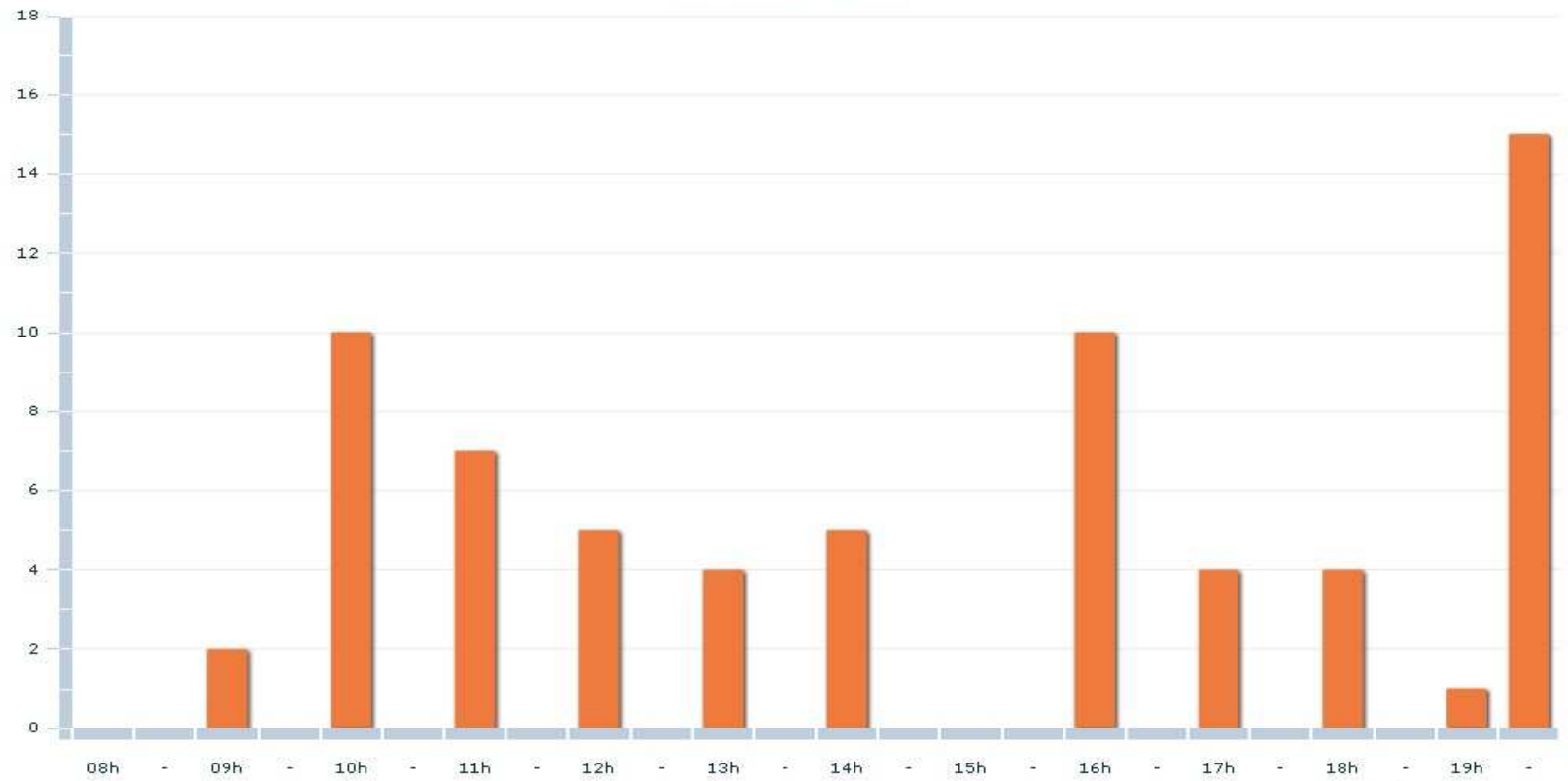
Key4lead Report & Statistics

key4events®
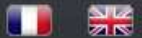
Graphics

Influx

Friday January 29 2010

Saturday January 30 2010

Sunday January 31 2010

Monday February 01 2010

Column ▼
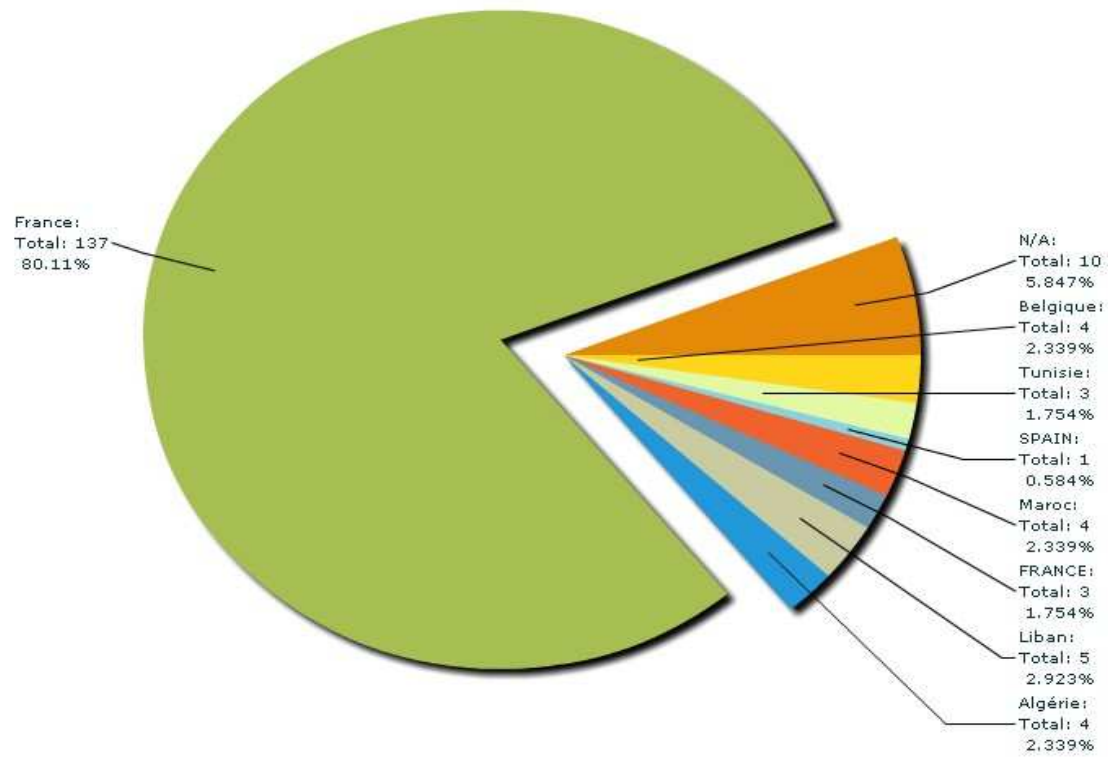
Influx
Saturday January 30 2010

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Key4lead Report & Statistics

Graphics

- Country
- Typebadge
- Reader

Country

France:
Total: 137
80.11%

N/A:
Total: 10
5.847%

Belgique:
Total: 4
2.339%

Tunisie:
Total: 3
1.754%

SPAIN:
Total: 1
0.584%

Maroc:
Total: 4
2.339%

FRANCE:
Total: 3
1.754%

Liban:
Total: 5
2.923%

Algérie:
Total: 4
2.339%

key4monitoring v1.2

Key4lead Report & Statistics

Key4lead Report & Statistics

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Graphics

Country

Typebadge

Reader

Country : France

Filter: search

Address	City	Civility	Email	FirstNam	ID	LastNam	PostalCo	Registrat	Society	Typebadg	title	
222,Aven	ROYAN	Mr	mail@ora	FirstNam	#1	Name2	17200	29/11/20	LIBERAL	Médecin	Dr	
133 RUE	FOUGERE	Mr	mail@ch-	FirstNam	#4	Name5	35300	17/01/20	FOUGERE	Médecin	Dr	
9 RUE KE	BREST	Mr	mail@aol	FirstNam	#5	Name6	29200	03/11/20		Médecin	Dr	
12, rue P	CALAIS	Mr	mail@net	FirstNam	#7	Name8	62100	17/12/20	CABINET	Médecin	Dr	
Zone du	VANNES	Mr	mail@war	FirstNam	#8	Name9	56000	29/11/20	CLINIQUE	Médecin	Dr	
74 bd po	PARIS	Mr	mail@fre	FirstNam	#9	Name10	75005	22/12/20	HIA VAL [	Médecin	Dr	
2 BIS AVE	AURILLAC		mail@war	FirstNam	#12	Name12	1500	12/01/20		Médecin		
50rue a c	CARPENT	Mr	mail@ora	FirstNam	#13	Name13	84200	15/01/20		Médecin	Dr	
AV LAINN	AMIENS		mail@hot	FirstNam	#14	Name14	80000	17/01/20	CHU AMII	Kinésithé		
118, ave	VALENCIE		mail@ahr	FirstNam	#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 [	Conféren	Dr	
1 rue de	TADEN	Mr	mail@war	Michel	#23	BARBRY	22100	03/01/20	CABINET	Médecin	Dr	
service d	NICE	Mrs	mail@chu	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 H	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		

2.339%

FRANCE:
Total: 3
1.754%
Liban:
Total: 5
2.923%
Algérie:
Total: 4
2.339%

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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/esc2010?code=354028

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