EUROECHO & other Imaging Modalities 2012

Athens - Greece
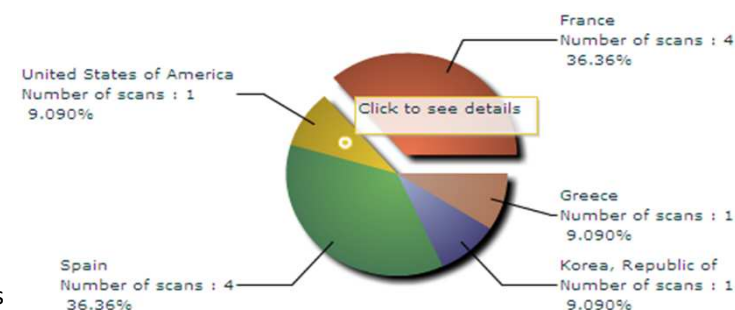
05 - 08 Dec 2012

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

ESC Congress 2011 27-31 August
Matthew Roe
United States of America
DELEGATE

France
Number of scans : 4
36.36%

United States of America
Number of scans : 1
9.090%

Click to see details

Greece
Number of scans : 1
9.090%

Spain
Number of scans : 4
36.36%

Korea, Republic of
Number of scans : 1
9.090%

How to customize your Pocket PC?

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

On/Off button

Behind : Stylus storage

External scan button

External scan button

Keyboard on/off button

Badge#

Email @

LastName

FirstName

Country

Speciality

Depart.

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

key4lead Advanced
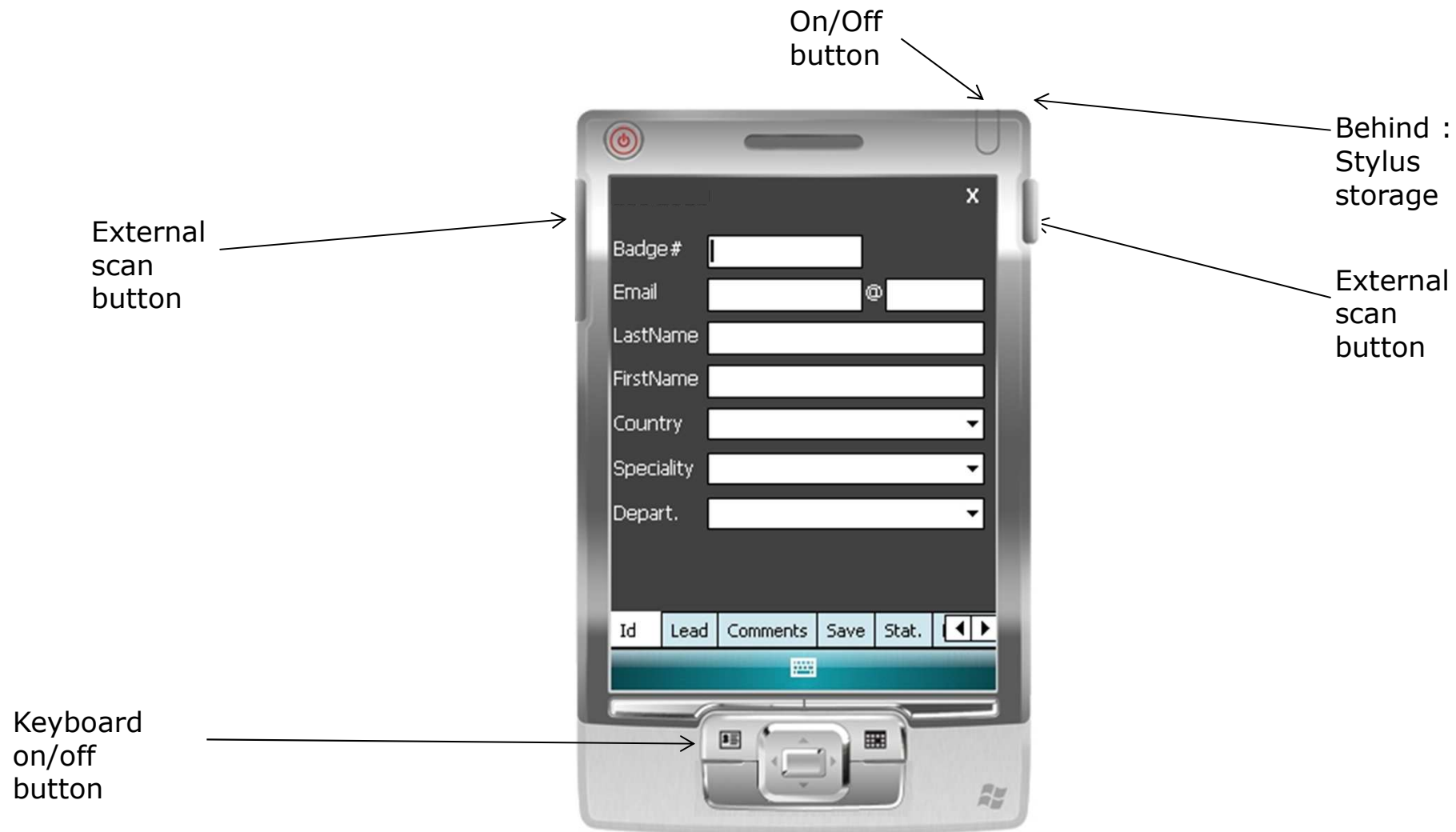
How to use the device?

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
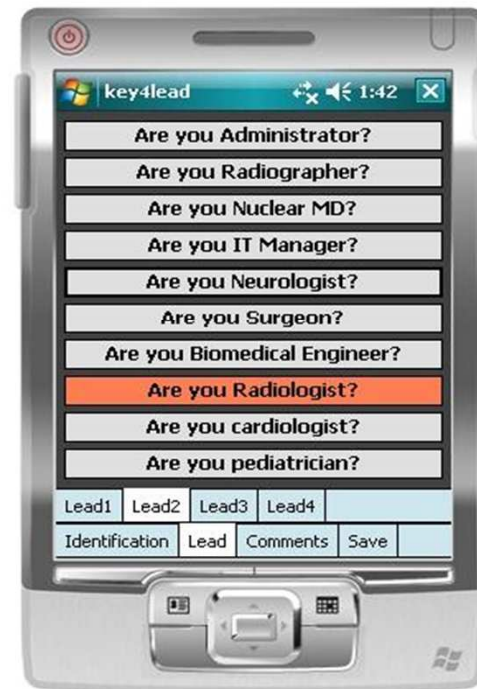
Maximum of 10 action codes per Tab

Additional Information

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

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. | ◀ ▶ |

Get Help

Assistance

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 | ◀ ▶ |
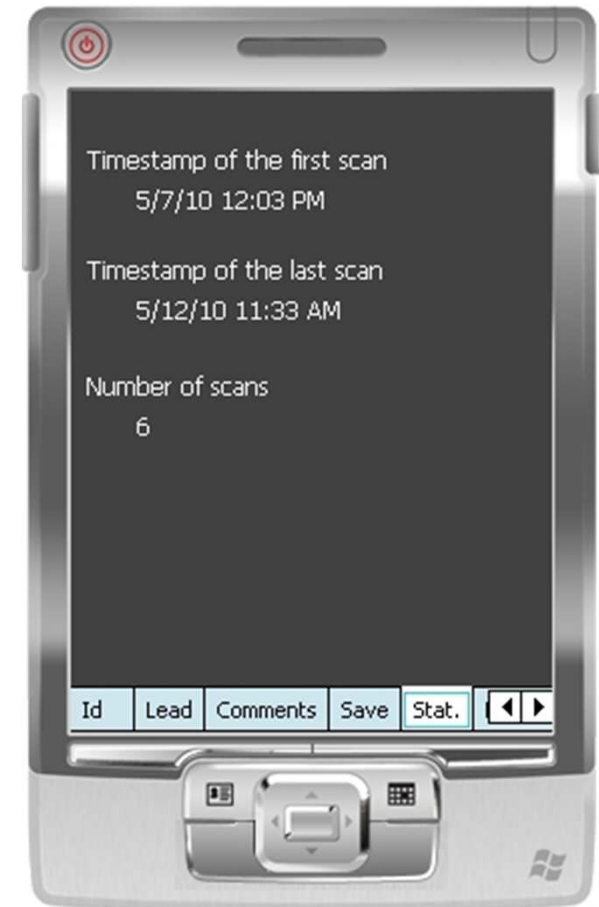
During and After the Event

How to get your data?

Online order platform for services and materials dedicated for events   Log out

🏠 Home | 👤 Profile | 🛒 Order | Downloads | key4lead | key4preview | key4register | 👥 Mme Kinsella | 🇫🇷🇬🇧

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.

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

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
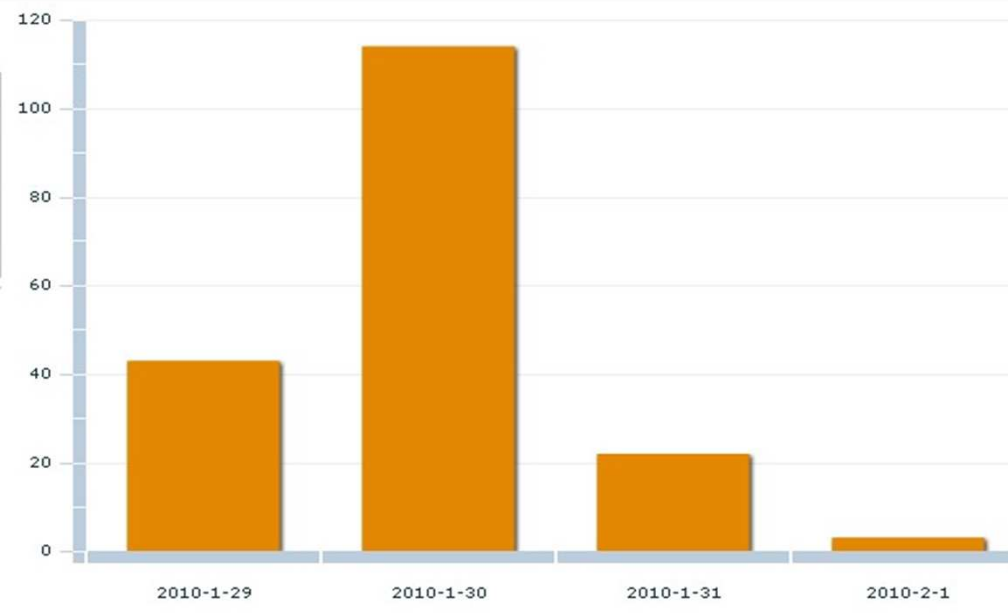
Scans

key4events 1	key4events 2
77	105

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Key4lead Report & Statistics

key4events®

Home | Global | Graphics | Action codes

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%
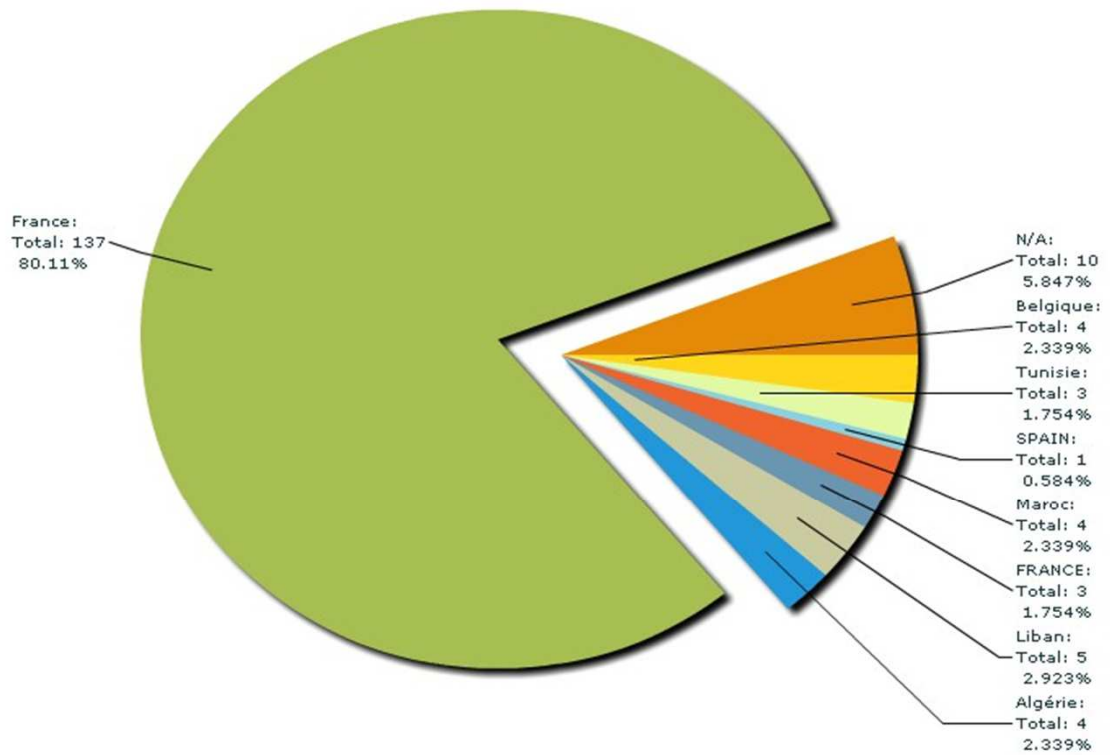
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Key4lead Report & Statistics

Action codes

Product B:
Total: 38
18.62%

AC5:
Total: 12
5.882%

AC10:
Total: 2
0.980%

AC9:
Total: 1
0.490%

AC6:
Total: 1
0.490%

Send a booklet:
Total: 7
3.431%

Interested with partnership:
Total: 8
3.921%

AC8:
Total: 1
0.490%

Product A:
Total: 134
65.68%

Filters: search   Reader ▼   AC1 ▼   AC2 ▼   AC3 ▼   AC4 ▼   AC5 ▼   AC6 ▼   AC8 ▼   AC9 ▼   AC10 ▼
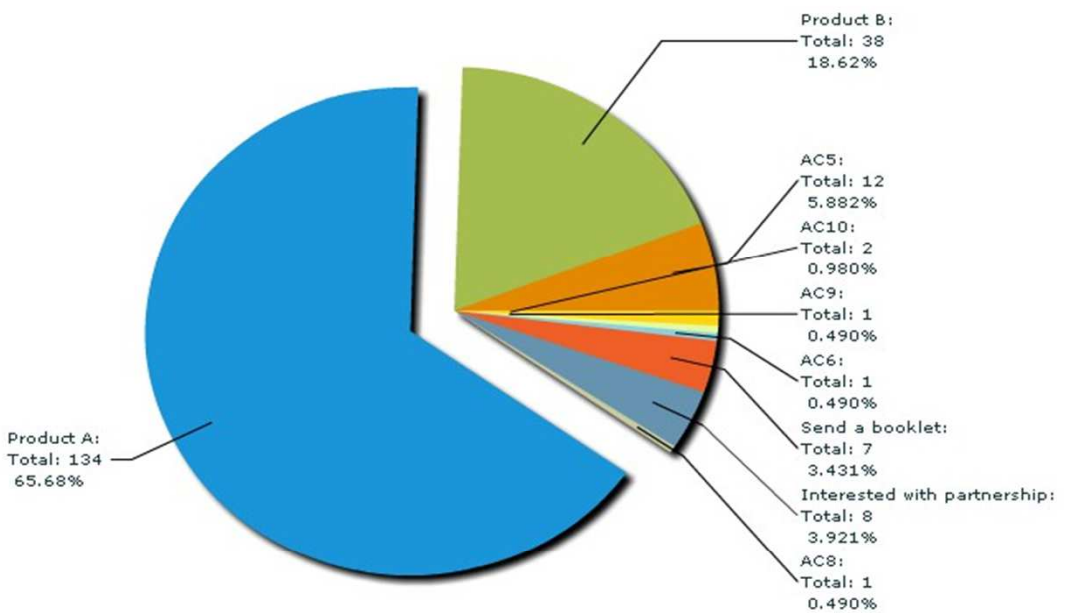
AC1	AC10	AC2	AC3	AC4	AC5	AC6	AC8	AC9	Addr	Adres	Cede:	CellPl	City	Civilit	Count	Email	Fax	FirstN	ID	LastN	Phon	Posta	Read	Read	Regis	Servi	Socie	Typel	title		
	×		×	×		×	×	×						Mrs				FirstN	#0	Name			2010-	0032	07/0:		VITAL	Expos			
×									222,A				ROYA	Mr	Franc	mail@		FirstN	#1	Name		1720I	2010-	0033	29/1:		LIBER	Méde	Dr		

key4monitoring v1.

Key4lead Report & Statistics

key4events®

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	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 [	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, aver	VALENCIE		mail@ahr	FirstName	#17	Name17	59300	12/11/20	TEISSIER	Médecin		
4 Rue Je.	LANNION	Mr	mail@cec	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/ee2012?code=49574e

If you need any help, do not hesitate to contact us by mail at

key4lead@key4events.com

Key4lead Advanced - Pricing

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