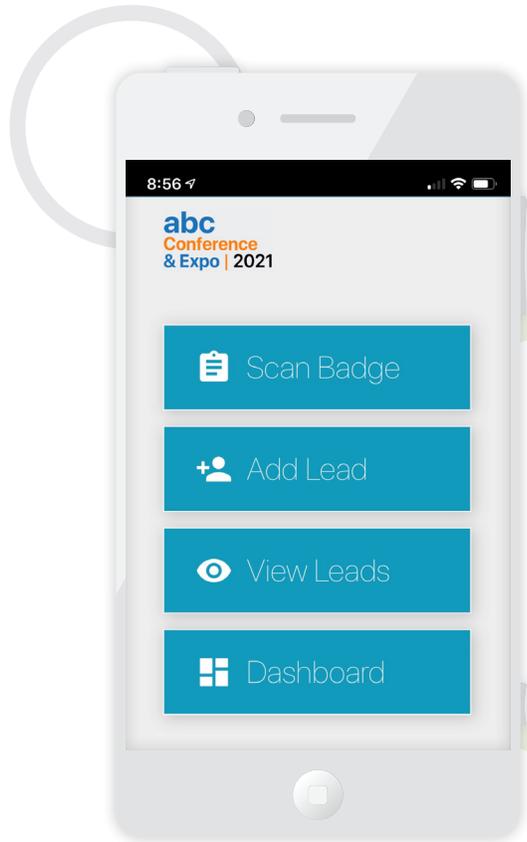


Lead Retrieval Solutions by A2Z Events

Capture, Access, Learn, Succeed

Exhibitors come to your show for the opportunities your event creates to have face-to-face conversations, engage attendees, learn about their needs and drive meaningful leads for their business or their organization.

Yet in our increasingly fast-paced, personalized world, traditional lead capture methods fall short. Collecting business cards, filling out paper forms or relying on rented badge scanners can result in missing lead information and lengthy delays in processing follow-up lists. With low return on their investment, exhibitors may think twice before investing in your event again.



Capture Real-time Insights

Our lead retrieval solutions include everything needed to make the most of each interaction. Give exhibitors the ability to collect attendee visitor data, take notes, view answers to custom questions and prioritize leads for an easy post-event follow up. Empower your team of show organizers with an unparalleled visibility into event performance with the ability to view key metrics, make real-time adjustments to improve lead generation and map lead volume and quality back to the floorplan to drive sales.



Features and Benefits

Provide value from start to finish:

Drive Adoption: Turn every booth – and every booth staffer – at your event into a lead generator. Lead retrieval transforms any iPhone or Android device into a powerful lead capture tool. There's no need for exhibitors to rent or rely on complex, outdated technology. Lead retrieval can be easily purchased from within the A2Z Events portal.

Simplify information capture:

Quickly collect contact details and qualifying information through an easy to-use interface. Record notes via touch screen, select qualifiers via check boxes and radio buttons, and view all leads captured from within the app.

Streamline delivery of leads and turn conversation into action:

Fuel pipelines and close business. The lead retrieval app delivers real-time access to leads for intelligent, high impact follow up.

Deliver immediate access to all leads captured via the centralized portal within the app or drive greater efficiency and higher effectiveness with available integrations to the CRM and marketing automation tools that your exhibitors are already using.

Get real-time data that you can act on:

Show ROI in real-time! Access the admin dashboard to understand key metrics. Give exhibitors the ability to arm booth staff with the details they need to make smart, time sensitive decisions and adjustments during the event.

Deliver longer-term insights to prove what you've achieved:

Share insightful reporting with exhibitors to prove the value of their investments. Identify future opportunities by layering lead volume and data onto your floor plan. Create heat maps, uncover sponsorship opportunities and help your sales team accelerate booth sales.



Our Commitment to Your Success

Our mission is to empower organizations to connect and engage with their constituents and create high-impact experiences for participants. Integrate A2Z Events with Personify's best-in-class solutions to gain a 360-view of your constituents, extend the conversation with attendees long after your event is over and drive actionable insights to grow your constituent base and further your mission.

Interested in Learning More?

**Request a Demo at
personifycorp.com**