EVENT
Integral Security 2005

BADGE# :   6000232
MRS. MIRIAM DE VRIES
HEAD OF PURCHASING
MARVEL, THE DATABADGE COMPA
CORPORATE SECURITY
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VISITOR PROFILE
A04 PURCHASING MANAGER
C02 COMMERCIAL SERVICES
MRS. MIRIAM DE VRIES
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VISITOR PROFILE

Turn visitors into customers

SALES LEAD REPORT

Date and time of the visit.

Full contact information.

Visitor demographics provides you with a complete profile of your visitors such as purchasing authority, areas of interest, company size and number of employees.

Use our 10 standard pre-set qualifications or customize your own up to 99.

The printed sales lead report (size 4"x 8"; 11 x 20 cm) helps you to remember all details and provides you enough space to hand-write notes.

USB MEMORY STICK

You can transfer your leads to your PC in seconds!

MORE QUALIFIED VISITORS EQUAL BETTER ROI
As an exhibitor at an exhibition, you will have more than one goal: a professional presentation, company awareness and exposure for your new products or services and, above all, to establish many new contacts. In the end, you want to see a maximum return on your investment and ROI is measured by qualified sales prospects. This will be far easier to achieve when you use a Marvel Databadge Reader.

IT'S ALL IN THE BADGE
More and more organisers of exhibitions have discovered many benefits of registering visitors, a fact that provides you, the exhibitor, with important opportunities. The visitor badge is the key. It carries all essential visitor information in a small barcode. In addition to name, company and address it contains information such as purchasing authority, areas of interest and company size providing you with a complete profile of the visitor and the company represented.

COLLECTING LEADS COULDN'T BE EASIER
The Marvel Databadge Reader enables you to read, save and print the information stored on the badge. You can print a detailed and clear sales lead report, leaving you enough space for hand-written notes. The reader is easy to operate. Your people can use it immediately without special instruction. However, if needed, Marvel is always close by during the event for service and support.

QUICK AND EASY FOLLOW-UP
Immediately after the show, Marvel provides you with a complete database file that is ready to use in your standard office applications. You can use it for common operations such as printing mailing labels and mail-merge, and you can add this file to your relationship management database. You will receive the information in the three standard formats: Excel, dBase and ASCII comma delimited(CSV). And we will provide a solution if you use other formats.

DATABADGE READER

Stand-alone unit with power cord (length: 180 cm).
Dimensions: h x w x d: 10 x 20 x 30 cm.
Weight: 3,5 kg.

INSTANT DATA AVAILABILITY

A unique option with the Marvel Databadge Reader is the USB Memory Stick. If you do not want to wait until the end of the show, but want to have the data available at any moment, the USB Memory Stick is for you. With the Memory Stick, you can transfer data from the Reader to your own PC or laptop within a few seconds. And it is completely safe; the memory stick functions only on your Reader. You can start the follow-up process during the show, all the better to provide your customer with a pleasant surprise.

YOU'RE IN CHARGE

In sales lead follow-up, every prospect needs specific and personal action. For example, your prospect might require 'information about product x' or might need you to 'make a personal appointment'. The Reader makes these qualifications easy and flexible. As an option you can use up to 99 qualifying codes which will be programmed for you in your Reader.

Included in the qualifying codes can be the personal codes of your sales representatives. In this way you can keep track of who serviced the visitor and the follow-up needed.

IMMEDIATE ROI

One more important question: What about the return on investment? Your exhibition budget already involves a substantial investment but the relative cost of the Marvel Databadge Reader is negligible, particularly considering the value it brings to your exhibition experience. Try it, you'll like it!

Do you need to know more? Visit our website at www.marvel-databadge.com or get in touch with the organiser of your event.

Marvel
Databadge Reader   Turn visitors into customers