



Lead Retrieval Information

AFCEA Belvoir Industry Days 2012

March 19-20

Gaylord National – National Harbor, MD



EARLY Pricing Order Deadline: Friday, February 17, 2012

LATE Pricing Order Deadline: Friday, March 9, 2012



UNIT OPTIONS:

MGL Expo! Ultra Terminal Unit



- Table-top unit that requires electricity (900 milliamps) - comes with 10-ft power cord
- Receive a paper printout of the lead after each scan - and unlimited paper rolls on site

MGL Mobile Handheld Unit



- Battery powered - freedom to capture leads from anywhere in your booth or at other events on site
 - Save electronic text and voice notes - even capture an image of your leads
 - NEW! Optional printer gives the freedom of a mobile unit combined with the functionality of a terminal unit

MGL iLeads Unit



- Battery powered - can use it anywhere.
- Leads are posted online if connected to Internet, so office staff have instant access.
- Can use your own iTouch, iPhone or iPad.
- No scanning - type in 5-digit badge I.D.

Can't decide which unit is right for you?
Lead Retrieval Selection Chart

Feature/Option	Terminal	Mobile	iLeads
Requires power in the booth	<input checked="" type="checkbox"/>		
Has a paper printout	<input checked="" type="checkbox"/>	OPTIONAL	
Capture electronic notes		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Has standard qualifier questions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Transmit data online in real time			<input checked="" type="checkbox"/>
Add your own custom questions	OPTIONAL	OPTIONAL	<input checked="" type="checkbox"/>
FREE electronic data file of leads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access electronic leads file during show	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Print extra copies of leads during show	<input checked="" type="checkbox"/>	OPTIONAL	
Use your own equipment			<input checked="" type="checkbox"/>
Move around your booth cord free		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Edit lead information on the unit		<input checked="" type="checkbox"/>	
Capture lead image & record voice notes		<input checked="" type="checkbox"/>	
FREE technical help before/at/after show	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Add/remove custom questions yourself			<input checked="" type="checkbox"/>

USEFUL EXTRAS:

USB Drive: Lead data is e-mailed 2-3 days after the show; add a USB drive to also take a copy of the data with you.

Booth Delivery: Let us deliver the unit, set it up, and train your staff. We'll also pick it up at the show's end.

Custom Checklist: Add up to 20 of your own specific yes/no questions to track product or service interest.

Excel Conversion: Files come as .CSV - add this for .XLS.

SNAPSHOT: Why Lead Retrieval Is So Valuable

- Capture lead contact information while you have them in your booth - accurately and quickly.
- Use built in checklist feature to qualify your leads.
- Easily capture entries for in-booth drawings.
- Import data right into your CRM - no human error or wasted time hand-keying from business cards.

Call us with any questions!

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