

# LEAD RETRIEVAL SYSTEMS (BADGE SCANNER) ON-SITE EXHIBITION

The CTI Meeting Technology Lead System is a state-of-the-art, fast and easy system for exhibitors to record contact information.

## Exhibition Lead Retrieval System

Rent pre-installed devices equipped with the QR code scanner. The exhibitors configuration, product information and custom qualifiers (if used) are preloaded upon collection on-site.

By simply scanning a visitor's badge with the device, the contact is entered into the exhibitor's visitor database, including custom qualifiers (e.g. products, ratings, follow up actions, GDPR statements...) and added comments. The data is permanently synchronized with the server and can be exported as an excel file through an online platform.



## Important notes:

- Please note that ESMO 2024 on-site delegates may refuse to have their badge scanned. If fully registered delegates give consent to have their badge scanned, the following information is transferred: title\*, first name, last name, institute\*, department\*, city, country, email address. (\* not mandatory fields)

\*These fields might not be available, as these are not mandatory in the ESMO's registration procedure

Please note that participants wearing an Exhibitor or Industry Satellite badge, will only appear in the scan results with basic contact information such as first name and last name.

- Should you need badge scanners for Satellite Symposia sessions, please make a separate order with the dedicated order form to receive specific devices for this purpose

Please note that the option to use your own device is valid in the exhibition only.

## Lead Retrieval Features

- Set up custom qualifiers (products, ratings, GDPR statements...) through an online portal
- Immediate access to visitors contact information (name, address and profile information) by scanning their badge
- Complete missing contact information on the spot, take notes and automate follow-up activities
- No Wifi needed for the actual scanning process on-site
- If Wifi is available, data is synchronized continuously
- Download all data into an Excel file
- User-friendly, light and easy
- The scanners allow exhibitors to be mobile within their reception areas
- Data is available as soon as the synchronization is finished



### Additional Information: “Bring your own device”

Instead of renting the hardware including pre-installed app, exhibitors can alternatively use their mobile phones to capture leads. Please note: Our app runs on Android (download link will be provided by CTI) and iOS (“EventLead” app can be downloaded in the Apple store).

Our EventLead application has to be downloaded pre-show via <https://portal.eventscan.eu/apps/> for Android operating systems or in the Apple store for iOS devices. To activate the app, a code will have to be purchased via the standard Lead Retrieval order form.

**Each code can be used one time only** and is valid for the duration of the exhibition.

Support prior, during and after the congress/exhibition is included.

### Additional Information: “Webservice/API”

ESMO badges will be equipped with a QR code to collect data. This will allow exhibitors to bring and use their own devices and to connect to our database via an API.

Structure: <https://portal.eventscan.eu/User/lead/ExternalLinkManual.aspx>

After receipt of an official order access to a link generator, configuration code, security token and some sample badges for testing purposes will be provided.

## Costs to the exhibitor

The following standard prices are available for exhibitors:

<b>Badge Scanner</b>	€ 525,00 per badge scanner	This fee includes the hardware, pre-installed app, access to a web-interface and an unlimited number of scans.
<b>Eventlead-App Only</b>	€ 425,00 per activation code	Each code can be used one time. If the app needs to be installed on more than one devices, orders have to be placed accordingly.
<b>Webservice/API</b>	€ 825,00 set up + € 1,45 per scanned contact	Set up fee will be invoiced after receipt of the order. Final invoice will be issued post-show based on the number of actual scans.

- The indicated rental price per badge scanner covers the entire exhibition period from 13 to 16 September 2024
- All billing is carried out in advance by CTI Meeting Technology. Payment can be made with Visa, MasterCard & Amex credit cards, or by bank wire transfer
- Lead systems are rented according to CTI Meeting Technology General Terms & Conditions
- The cost of lost, damaged or not completely returned hardware will be charged with € 1100,00 per scanner, € 50,00 per charging cable and € 50,00 per plug

## Administrative Procedure

1. **Order**  
Please order the required number of scanner as soon as possible, in order to guarantee the availability. **Deadline: 7 August 2024.**
2. **Order confirmation**  
After receipt of your order, we will confirm the receipt, invoice and charge the amount due.
3. **Configuration of products and services**  
Set up of products and qualifiers before the exhibition through an online portal. Log In details will be sent one week prior to the conference.
4. **Lead capture: Pick up & Return**  
Pick up and return your scanning device at the lead service desk. Our staff will be available to answer your questions during the opening hours of the event. Scanned data is synchronized to the server automatically when connected to WiFi.

## 5. Data Provision

Scanned contacts (leads) can be downloaded via a web interface. Log in details and instructions will be provided approximately one week prior to ESMO Congress.

## Terms and Conditions

- **GDPR:** Using this service will imply processing of personal data, e.g. when scanning the visitor badges. Note, that any processing of personal data must be in line with GDPR and other applicable data protection laws. By using our service you acknowledge your role as data controller. You are therefore responsible for, and must be able to demonstrate compliance with, the principles relating to processing of personal data (which includes having a legal ground for processing). Please note, that visitors can object being scanned without negative consequence. They must still be granted access to the conference. For more information about this, please read the CTI Meeting Technology [privacy policy](#)
- **Data:** Download of the data via the online database (print out of the list or download of an MS-Excel file). Since not all delegates will provide the registration department with the complete contact information, we cannot guarantee the accuracy of the data
- **Services included:** Quotes are per scanning device, software and an unlimited number of scans
- **Scanning:** Exhibitor scanners are allowed in the exhibition area only, and specifically within the exhibitor's booth
- **Invoicing:** Invoices for the total purchase amount are sent out after receipt of order. Payment can be made via Visa, MasterCard and Amex credit cards or via bank transfer
- **VAT:** Not applicable
- **Payment term:** Invoices must be settled within two weeks after receipt, net without any obligations to CTI Meeting Technology. Devices cannot be handed out onsite unless CTI Meeting Technology received full payment. All payments made by credit card will be assessed a 5% processing fee, added to the invoice and charged at the time of processing
- **Cancellation:** All orders cancelled prior to 30 days of the conference will incur a € 100,00 cancellation fee. Orders cancelled within 30 days of the conference will not be refunded