

# ARI Lead Retrieval Service Descriptions



## The LEADER Standard!

**THE LEADER** is our streamlined lead retrieval unit that allows you to easily capture leads with a simple scan of the attendee's badge. You will leave the show with a paper printout of your lead data and access code to retrieve your leads via the web 2 business day after the show.

**Includes:** Handheld laser scanner, controller unit with printer and one complete roll of paper.  
 \* The LEADER requires 120volt/2amps/240watts of electricity.

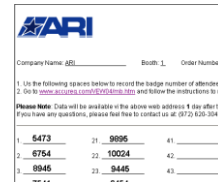


Without USB

## Badge Number Collection

**Badge Number Collection** Includes a form for you to jot down badge identification numbers as prospects visit your booth. After the show, login to our password protected website, enter the ID numbers you have collected and let our system build your lead file. This file can then be easily imported into a number of different database software programs or simply opened into Excel.

**Includes:**  
 \* There are no electrical needs for Badge Number Collection.



## Additional Services

**Standard Action Codes:**  
 The following standard qualification codes and user commands are included with each order and are designed to help the exhibitor qualify their leads. Standard action codes will be provided on-site when you pick up your lead retrieval unit.

**Custom Action Codes:**  
 Exhibiting companies can choose the option of having additional custom action codes designed. After scanning an attendee badge, a custom action(s) can be added to include the specific actions desired. Codes can also include information such as item and stock numbers. Each set of custom codes can contain up to 20 custom action codes and each code can be up to 20 characters long.

### List of Standard Action Codes

- |                        |                         |
|------------------------|-------------------------|
| 1. Retailer            | 10. Have Sales Rep Call |
| 2. Manufacturer        | 11. Add to Mailing List |
| 3. Distributor         | 12. Wants Presentation  |
| 4. Current Customer    | 13. Send Pricing Info   |
| 5. Interested Buyer    | 14. Product A           |
| 6. Inquiry Only        | 15. Product B           |
| 7. Has Purchasing Auth | 16. Product C           |
| 8. Send Literature     | 17. Product D           |
| 9. HOT LEAD            | 18. Product E           |