

# Exhibitor Lead Retrieval for Tradeshows and Corporate Events

## FAS LEADTRAX



*FAS LeadTrax ([www.fasleadtrax.com](http://www.fasleadtrax.com)) is a tradeshow lead retrieval system that lets exhibitors collect leads using our Windows Barcode Terminal. FAS LeadTrax eliminates the business card "fishbowl" and the manual effort required to record and manage business cards after the event. It makes lead follow-up faster and easier than ever before. Better follow-up means more success and a greater ROI for everyone.*

## How Does FAS LeadTrax Work for the Exhibitor

With our Windows Barcode Scanner, the exhibitor scans the attendee badge. The scanner will display the name and address of the attendee. The exhibitor may then add "Reason Codes" to the attendee lead record. This is a collection of customizable descriptions of WHY the attendee visited the exhibitor's booth. In addition, the scanner can save "notes" regarding visitor in an additional text field. Notes might be "Referred by John Smith, Call after Tuesday @ 4076824411," etc. There is no limit to how many leads may be scanned at an event.

### How Do Exhibitors Get Their Leads After the Show?

Once the event is over, FAS will directly "upload" the lead information to the FAS LeadTrax website. There you may edit, add or export to Excel. Your leads are available as soon as the day after the event the leads are also automatically mailed to your email address.

For More Information

Please call Jim Nelson @ 407-947-6114 or

Email [sales@fladaptive.com](mailto:sales@fladaptive.com)



# Exhibitor Lead Retrieval Scanner Order Form Florida Adaptive Solutions, LLC

## 2022 The National by FCA in Orlando



Price	Qty	Total Cost
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\$350 for Windows or Android Terminal	_____	_____
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\$250 LeadTrax Android 1 <sup>st</sup> APP on YOUR device	_____	_____
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\$100 for each additional APP on YOUR device	_____	_____
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Florida Sales Tax NOT included in above price.

Use of Android Terminal is for duration of event. Exhibitor will receive a lead file within two (2) days of the close of the event. **YOU WILL ALSO RECEIVE ALL THE ATTENDEES (name/address) IN EXCEL FORMAT THAT AT THE END OF THE CONVENTION. PLEASE PROVIDE YOUR EMAIL ADDRESS BELOW. (lead will not include phone/email if opt out)**

### DELIVERY AND SETUP

FAS Staff will have units available for pickup at FCA Vendor Station day of event start. Full instructions will be given by show contact as well as phone# to call if ANY help is needed.

Company: \_\_\_\_\_ Booth # \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ St: \_\_\_ Zip: \_\_\_\_\_  
E-mail for E-Invoice: \_\_\_\_\_ E-mail for data: \_\_\_\_\_  
Phone: \_\_\_\_\_ Ordered By: \_\_\_\_\_  
Onsite Contact Name: \_\_\_\_\_ Cell #: \_\_\_\_\_

**PLEASE NOTE:** We will be sending you an invoice during the month of the event. You may pay with Credit Card through this online invoice. You may also send a check.



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# FAS Lead Retrieval App Now Available

**Download at Google or Apple App Store**

**Search for "FAS LeadTrax"**

**to locate the app and install on your phone.**



## How to use LeadTrax App

Select **ICON** and push **"Enter"** button on main screen

Select **"Settings Gear"** at top right to set your Account ID & PIN

This Account ID is created when you create your account at  
[www.fasleadtrax.com](http://www.fasleadtrax.com).

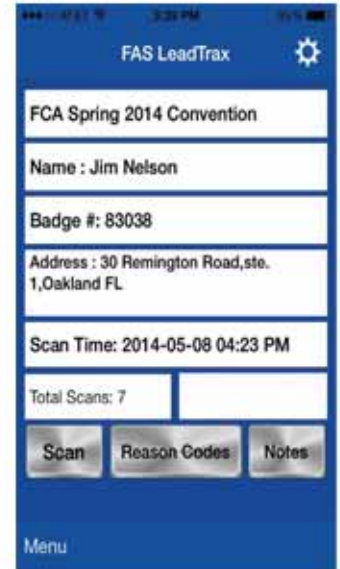
### On APP Screen:

Select **"Scan"** to scan an attendees badge.

Select **"Notes"** button to add text notes.

Select **"Reasons"** to add appropriate reason codes to attendee scan.

After the convention, select **"Menu"** at bottom on screen and **"Upload Scans"** to server.



### On Website in browser:

At [www.fasleadtrax.com](http://www.fasleadtrax.com), login with you Account ID and password (123456 if you have not set a password).

On the main menu select **"Contacts"** to view the scans that you created at this convention.

On main menu select **"Events/Export Contacts"** to email the scan data to your email address.

The program will send you two files:

1. All attendees for the event
2. Any attendees that you scanned and will include their phone # and email (unless they opted out)

### Things to know about using APP

1. APP does not work on all Apple devices. Please try installing APP on your device to insure it loads.

2. Scanned Leads are uploaded immediately as long as you have a WiFi or cellular signal. At the end of event, please **"Upload Leads"** to insure all leads are on server.

3. The last day of the event, all your leads and another file with all attendees will be emailed to your email address in excel format.



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