

**EVENT DATES:**

April 9-11, 2019

**EXHIBITION**

April 9-11, 2019

**CONFERENCE**

April 9-11, 2019

**REGISTRATION**

April 9-11, 2019

**EXHIBITOR MOVE-IN**

**April 6** (600 sqft and larger/  
double decker booths only)  
1:00 pm - 7:00 pm

**April 7**  
8:00 am - 8:00 pm

**April 8**  
8:00 am - 8:00 pm

**LOCATION:**

Georgia World Congress  
Center  
Atlanta, GA  
Building B

## Exhibitor Lead Retrieval Can Help You!

Say goodbye to the old days of collecting business cards and manually typing them into a CRM! Using rental badge scanning devices or a software installed on your own mobile device, Lead Retrieval eliminates this process, provides a user-friendly scanning method & delivers your leads in your own exhibitor portal, exportable to a CRM friendly format directly after the event. So now your team can start follow-up or marketing tasks much quicker post-event, which as we know is incredibly important.

The scanning process is as simple as tapping "scan" on the device and pointing the device's camera at the QR code on the badge. The scanner automatically scans the barcode, which significantly speeds up the capture process. The aim is to make the scanning as unobtrusive as possible, so you can focus on what matters - the interaction.

Benefits:

- Use your own device or rent one: Rental devices help save battery life, and can be shared amongst team members. Or simply download the app to your own device and start scanning.
- Fast Capture of contact information: Capturing a lead is as simple as pointing the camera at the badge.
- Expedited Lead Delivery/Sales Agility: Receive your own personalized URL and download your leads in a spreadsheet format within 48 hours of show-close, so your sales team can promptly start follow-ups.
- Qualify Leads: Optionally, use custom questions to qualify your leads and show who needs immediate follow-up, or information on a specific product.
- Add Notes: Attach freeform notes at any time to a lead to further assist your sales team.
- Real-time syncing to avoid loss of data: Syncing your captured leads to the cloud ensures no loss of data if device is lost/damaged.
- Improved Customer Interactions: The collection of contact information is so quick/easy, you can now focus on the customer interaction!

Forms are available in the [MRO Americas Exhibitor Resource Center](#)

<https://orders.ct.events/collections/mro-americas-2019>