

# eventBit<sup>®</sup> Lead Management Order Form

The **PPAI EXPO 2019** Exhibits open January 15 - 17, 2019 • Mandalay Bay, Las Vegas, Nevada

## Lead retrieval is NO LONGER just lead collection.

With **eventBit** on each attendee's badge, the same reader or software you rent from Experient for lead retrieval will now capture real time aisle and booth traffic information. All of this new data will be aggregated in your exhibitor dashboard. As a reminder, you will only receive full contact information when you scan the attendee's badge.

### eventBit IQ Performance Package with Lead Retrieval

#### Take advantage of these eventBit Performance Packages



You'll receive:

- Detailed analytics on booth traffic
- Attendee qualification and dwell times.
- Information on activity around your booth, such as demographics, traffic, and more.
- Real time data to make booth staffing decisions.
- **Booth View:** Allows you to view company names of registrants in your immediate area.

*In order for you to view this information, you **must** turn on Bluetooth and set Location Services to ALWAYS ON!*

eventBit works by placing a small BLE (Bluetooth Low Energy) transmitter on each attendee's badge and is read by the same lead retrieval equipment you already use.

#### Lead Retrieval Options:

##### SWAP

- Download the app directly to your phone or device
- Collect leads anytime, anywhere
- SWAP automatically tracks leads by salesperson
- Customizable lead qualifiers and surveys

##### Optium RT2000

- All the mobile lead capture benefits of SWAP, available in a hand-held device

##### SWAP Enabled Tablet

- All the mobile lead capture benefits of SWAP, pre-loaded on a 7" Android tablet
- Your device will be set-up, tested and ready for pick up at the event

**Experient Onsite Tech support available with all Lead Retrieval and eventBit products.**



### eventBit Hubs

Gain deeper insight on attendee booth behavior



eventBit Hubs, with customizable read range, provide a world of information allowing you to make staffing, product and ROI decisions. And most importantly, delivers key attendee data points to enhance follow-up and closing percentages. Talk to your Representative today for more information.



#### Developer's Kit for Real Time Data Services



- All of the credentials you need to access our registration database in real time
- Instructions for your IT Department to set up the data transfer
- Choose whether you want to pull data in real time, nightly or at the end of the event

# eventBit Lead Management Order Form



January 13-17, 2019  
Education January 13-14  
Exhibits Open January 15-17

**The PPAI EXPO 2019** Exhibits open January 15 - 17, 2019 • Mandalay Bay, Las Vegas, Nevada

Exhibiting Company: \_\_\_\_\_ Booth #: \_\_\_\_\_

Check if information is for:  Exhibiting Company  Third Party 3rd Party Company (if applicable): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

ORDER LEAD RETRIEVAL (eventBit IQ Performance Package Included)					
Lead Retrieval Options	on or before 11/28/18	from 11/29/18 to 12/13/18	after 12/13/18	number of units	TOTAL
<b>SWAP® "2 Pack"</b> (One license and two activations)	\$499	\$499	\$499		\$
<b>Additional SWAP Activations</b> (Only available with purchase of SWAP "2 Pack")	\$129	\$129	\$129		\$
<b>Optium™ RT2000</b> Includes Optional Custom Survey	\$570	\$645	\$675		\$
<b>RT2000 Portable Bluetooth printer</b>	\$ 75	\$100	\$125		\$
<b>SWAP Enabled Tablet</b>	\$499	\$525	\$575		\$
eventBit Hubs* Add eventBit Hubs to your IQ Performance Package to track attendee activity in specific areas.					
Some exhibitors may benefit from additional behavioral tracking within their booth. eventBit hub, designed for tracking specific locations, will be available for rental. Please reach out to your exhibitor Representative for more information.					
Other Options (If you use your own Lead Retrieval)					
<b>Developer's Kit for Real Time Data Services (RTS)</b> Experient provides everything you need to access our registration database in real time. Instructions for your IT Dept. to set up the data transfer. Choose whether you want to pull data in real time, nightly or at the end of the event.	\$650	\$650	\$650		\$
<b>Delivery of Reader to Booth</b> (Post show pickup not available)	\$100	\$100	\$100		\$
Sub-Total					\$
8.25% Sales Tax					\$
<b>TOTAL</b>					\$

Order Confirmation will be delivered via email.

Note: All readers must be picked up at the exhibitor services desk unless delivery arrangements are made and paid for in advance of the show.

**Terms and Conditions:**

- Orders cannot be processed unless received with payment. Purchase Orders are not accepted. Send check or credit card information with order form.
  - All orders canceled prior to 30 days of the show will incur a \$100 cancellation fee.
  - Orders canceled within 30 days of the show will not be refunded.
  - Taxable items and rates vary among states and are subject to change. Please call for exact quote.
- \* All eventBit Hub purchases include complimentary customized programming.



**Order Online:** <https://exhibitor.experientswap.com> **By Mail:** Experient, 5202 Presidents Court, Suite 310, Frederick, MD 21703 **By Fax:** 301.694.3286

## Payment Method

By signing here you acknowledge Experient's Terms and Conditions (at right).

- Check (Orders cannot be processed unless received with payment.)  
 Visa  MasterCard  American Express  DISCOVER

Signature: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp: \_\_\_\_/\_\_\_\_

Upon registration for this event, all guests (foreign and domestic) agreed to Terms of Use which include voluntarily sharing their personal information with exhibiting companies via lead retrieval. Experient recommends all customers seek their own expert advice for GDPR Compliance concerns.

For Assistance Contact:

Georgia Martin  
**P:** 866.297.5246  
**E:** georgia.martin@experient-inc.com

*It is against Experient's security policy to accept credit card information via email.*

Showcode: PAI191