



BuyerConnect

▶▶ Lead Follow Up For Tradeshows Buyers

A staggering 80% of the leads taken at tradeshows by exhibitors are never followed up on, according to industry studies.

To help combat this problem, CompuSystems has introduced BuyerConnect, a service that puts tradeshow lead follow up into the hands of buyers. And it couldn't be easier to use.

Any time a buyer's badge is scanned by an exhibitor using a CompuSystems lead recording device, the exhibitor's company information is uploaded to the BuyerConnect website for the buyer to view after the show. Buyers will receive an e-mail from CompuSystems that will give them access to their personal list of

exhibitors, which they can view and download at their convenience. There is no cost to buyers – and no additional cost to exhibitors – for this service.

To offer this service at your event, all you need are barcoded badges and CompuSystems exhibitor lead recording services. It's that simple.

Add more value to your event with BuyerConnect.

FEATURES

- ▶ Buyers can view and download company information for the exhibitors they visit
- ▶ Easy-to-use web-based system
- ▶ Password protected

BENEFITS

- ▶ Buyers can keep track of the exhibits they visit
- ▶ Buyers can follow up when and how they want
- ▶ No forms to fill out for buyers or exhibitors
- ▶ Free to buyers and exhibitors
- ▶ Sponsorship opportunities



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