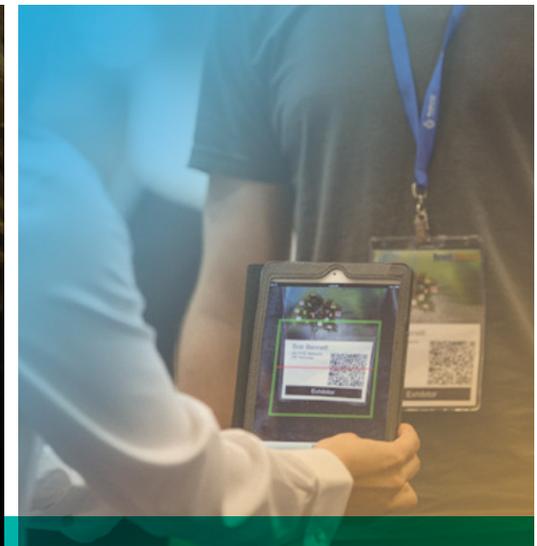# Lanyon

Smarter Solutions for Meetings, Events & Travel.

Lanyon Events

PART OF THE SMART EVENTS CLOUD™

Leads

Real-Time Leads. Increased ROI.

"The team at Lanyon really supports our vision of what we want to do and they're with us along the way to enhance the attendee experience. Through the integration of Lanyon's event app and the BlackBerry 10 platform, we created a unique experience that allowed attendees to use their BlackBerry device to tap into sessions and for sponsors to capture leads."

- Cristina Simoes, Sr Manager, Conference & Events Management, BlackBerry

Take the guesswork out of collecting quality leads at every meeting and event.

The Lanyon Smart Events Cloud™ brings together leading technologies for event marketing, strategic meetings management and corporate travel. Lanyon Events (formerly Lanyon Conference) — part of the Smart Events Cloud™ — is the only conference management solution designed for large, comprehensive conferences and events.

Conference exhibitors and sponsors have one thing in mind: capture as many qualified leads as possible. Our Lead Management tool makes it easier for exhibitors and sponsors to acquire and manage sales prospects throughout the event lifecycle.

Engage Leads
Real-time lead qualification and measurement right at the point of engagement.

Measure Leads
Immediate exports for sponsor CRM systems and data mapping based on requirements.

Manage Leads
Load leads into a centralized database and your sponsor's secure lead portal.

Capture Leads
Mobile and desktop scanning options capture attendee information automatically.

www.lanyon.com | **@Lanyon**

Lanyon is the **only** company that provides **comprehensive software solutions** for meetings, events and corporate travel.

For more information, please contact:
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APAC: **+65 3158 8740**

04/10.15

LEAD RETRIEVAL

Test Exhibitor - Lead Report									Home	Hide Duplicates	Export Data	
Total: 10												
Device ID	Device Name	Badge ID	Captured Date	First Name	Last Name	Email		Company Name	Job Title	Phone	Address 1	Address 2	City
990004942236948		71448	2015-02-03 13:22	Nir				Zerto	Product Manager		10 Abba Even Blvd.		Hertzlia
990004942236948		71448	2015-02-03 13:22	Nir				Zerto	Product Manager		10 Abba Even Blvd.		Hertzlia
990004942236948		39444	2015-01-31 22:18	Satish							Lanyon		Lanyon
990004942236948		68334	2015-01-31 22:18	Daniel				Lanyon	BA		test		Draper
990004942236948		55734	2015-01-31 22:18	Kym				Lanyon			15 Scenic Point Drive		Draper
990004942236948		71649	2015-01-31 22:19	Walker				Lanyon					
990004942233671	WienTest	69750	2015-02-01 08:52	Ryan									
e4c209c4d83d5f75	Ryan	69750	2015-02-04 11:31	Ryan									
990004942236948		65661	2015-01-31 22:21	Bob				Annese & Associates			747 Pierce Rd		Clifton Park
990004942236948		65661	2015-01-31 22:19	Bob				Annese & Associates			747 Pierce Rd		Clifton Park

LEAD REPORT

NFC SCANNING

Engage leads with lead qualification, ROI calculators, and CRM exports. Realize the value of event ROI right away.

Scan attendee badges, take virtual notes, and answer questions via multiple formats including QR Code, 1-D barcode, or Near Field Communication (NFC) technologies

To capture leads, simply scan the attendee's barcode, match it to the internal registration system, present the attendee's demographics, and facilitate easy question and answer screens for lead qualification. Hit 'submit' and the **lead data is stored locally and wirelessly uploaded to the sponsor's secure lead portal.**

Use pre-set qualification rules that instantly run against lead data to access, analyze, e-mail, and export leads into a centralized and secured database.

Measurement of success for your sponsors is directly related to the quality of the leads they made onsite. **There are custom real-time exports for sponsor CRM systems**, and data is mapped to your sponsors' specifications and requirements

Find out how you can capture and measure quality leads with Lanyon Events

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