

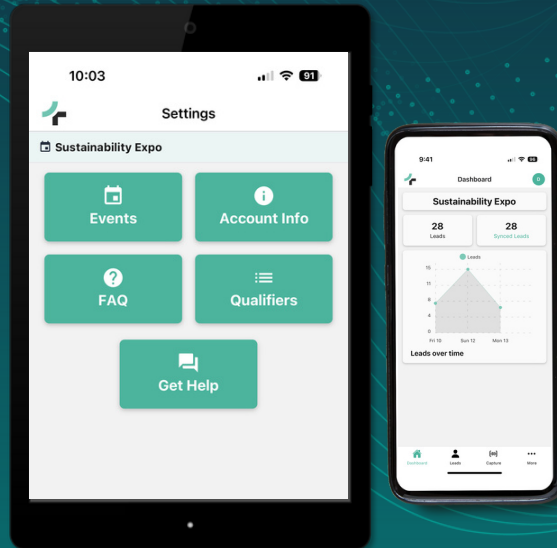
Plus Lead





The most efficient way to capture sales leads on the exhibit floor while conveniently using your own smartphone or rented device.

Experience the MCI difference.



- Powered by AI-technology
- Gather data from badges
- iOS and Android native app
- Custom Surveys and Qualifiers
- Notes & lead nurturing
- Hot Lead Notification
- Works with & without connectivity
- Rate Leads
- Send emails & marketing collateral in real-time
- Real-time reports & lead management
- Business card scanning
- Intuitive reporting capabilities that measure & evaluate ROI
- Import leads directly to CRM
- Prioritize & follow up on leads post-event
- Use our device or your own
- Non-transferrable codes. Fee for additional activations



Rental Equipment & Other Services

- Android Tablet or Phone with connectivity
- Bluetooth Printer that can be paired with either your device or our rentals



Damage Insurance

- Replacement can cost up to \$2,000, insurance covers damage to the rental unit(s) during event
- Bring back rental device and 1 fee covers all devices rented
- Damaged units must be returned for insurance to apply
- Lost devices are not covered.



Encrypted Barcodes

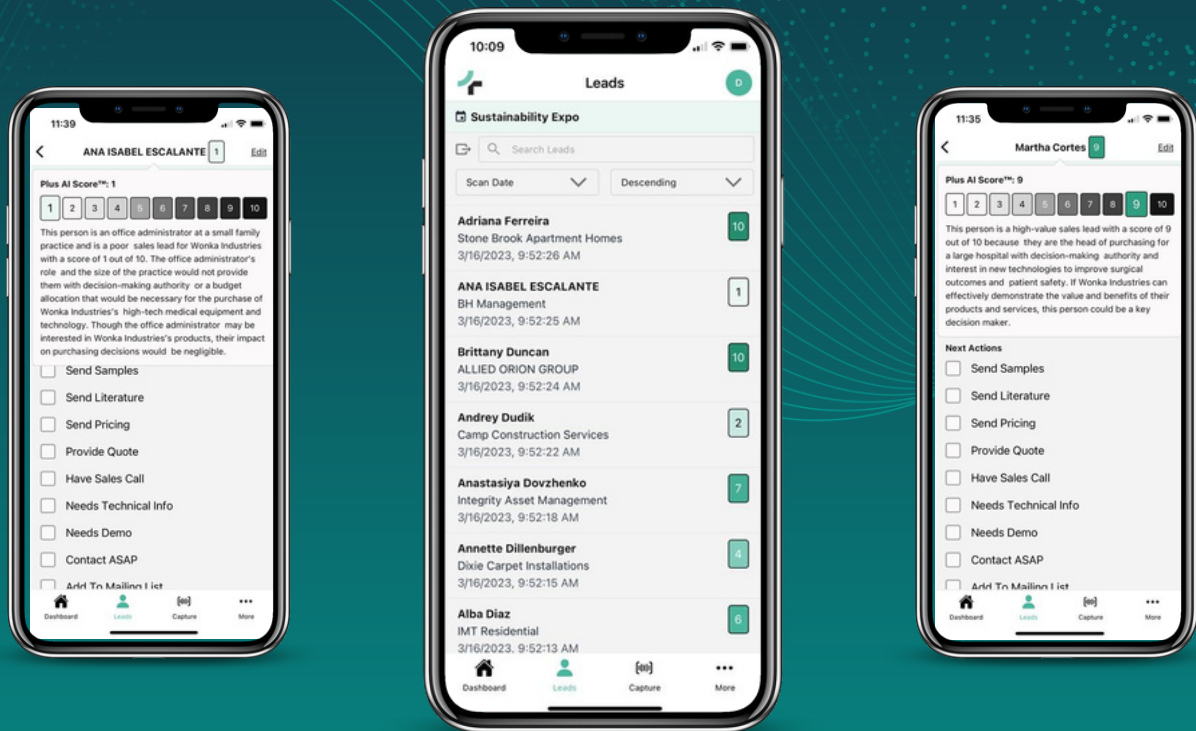
- 3rd party software requires developer kit
- Developer kits use the badge ID number of the attendee and an API that uses attendee information in real-time.
- Kits are confirmed 2-4 weeks prior to the event once badge fields have been confirmed.

For Assistance Contact
leads@mcievents.com



COMING SOON IN 2024

Introducing an industry-changing AI-powered lead cultivation solution that leverages attendees' expressed interests and their real-time inferred interests to empower exhibitors



Key AI Features: Using OneSystem Plus' GPT-based AI engine you get the following features

- Real-time attendee scores and summary of attendee's interests compared to the exhibitor's product and service offerings.
- Rate and qualify leads immediately in real-time.
- Transform the way you qualify sales leads
- Save time and money by knowing right away where to focus your efforts.



Plus Lead Retrieval

NRPA 2024

October 8-10, 2024

Order Online: <https://pluslead.mcievents.com/login>

Lead Cultivation Option

Description

Early Bird
Until 8/2

Advanced
Until 9/6

Regular
Starts 9/7

Lead Scanning Options



BYOD Pluslead Mobile App Enrollment

Bring your own device
must have a data connection

\$399

\$449

\$499

BYOD Additional License

Activations for additional devices.
1 license per device required

\$99

\$149

\$199



iPhone rental

Device ready to scan
Enrollment and internet included

699

799

899

Optional Items



Custom Qualifiers/Surveys

Unlocks qualifier and survey
functionality for all devices/licenses

\$99



Collateral

Set up an email with links or
documents to send to attendees as
you scan.

\$199



Bluetooth Printer

Prints leads on receipt paper for
drawings, giveaways, etc...
printers connect to one device at a time

\$199



Delivery
(for tablet rentals)

Device delivery to your booth
(must be present)

\$199



Damage Insurance
(for tablet rentals)

covers any damage to rental device(s)
does not cover loss

\$99

Developer's Kit - for use with 3rd party applications (requires IT programming)



Developer Kit
Requires IT Programming

API credentials for use with
3rd party lead scanning
systems

\$999

\$1099

\$1199

REFERENCE ONLY, ORDERS MUST BE COMPLETED ONLINE:

Follow the links from welcome email or the booth staff registration platform
or visit <https://pluslead.mcievents.com/login> and request a company code
(your email must match the one provided when purchasing your booth space)

or reach out to us at leads@mcievents.com

Cancellation Policy:

Cancellation requests submitted up to 14 days prior to the event will be refunded less a \$150 admin fee.

No refunds will be granted starting 14 days prior to the event.

All refund requests must be sent to leads@mcievents.com for processing review. There is a \$2,000.00 replacement fee for lost or unreturned devices. Devices must be returned to the lead desk within 1 hour of the expo hall closing time on the last day

Data Protection Clause for Exhibitors and Sponsors

1. In accordance with European data protection regulation, in particular, Regulation (EU) No. 2016/679 on the protection of natural persons with regard to the processing of personal data, MCI Group, as data controller, processes the exhibitor/sponsor's personal data for the purposes of (i) managing and organizing the event, in particular, the management of exhibitor/sponsor's stand (ii) managing and organizing prospecting and loyalty (iii) enabling the exhibitor/sponsor to benefit from our services (iv) enabling the exhibitor/sponsor to receive our news. These data processing have as a legal basis the execution of the contract: the information we collect is necessary for the implementation of the contract to which the exhibitor/sponsor has adhered, failing which the contract cannot be executed. Exhibitor/sponsor's data are retained for the time necessary for processing purposes, namely 5 years from the end of the business relationship. For processing purposes, the data of the exhibitor/sponsor's data - or transmitted by him - will be transmitted to the following recipients: management service providers of our Customer Relationship Manager, service providers in charge of management, event service providers (reception service providers, security, printing, etc.). The data necessary for MCI Group to fulfill the purposes described above are those appearing on this order form. In accordance with the regulations in force, the exhibitor/sponsor benefits from a right of access, rectification, limitation, deletion, and portability of his data. The exhibitor/sponsor may also object to the processing of his personal data concerning him and lodge a complaint with the data protection and control authority. The exhibitor/sponsor may exercise his rights by sending a request to the following address: melanie.maschino@mci-group.com 2. In any event, the exhibitor/sponsor acknowledges compliance with European data protection regulations for its own processing, including Regulation (EU) No. 2016/679 on the protection of personal data, foremost among which the integrity and confidentiality of data communicated by participants and compliance with their data-retention periods. In case of communication to MCI by the exhibitor/sponsor of a personal data file, the exhibitor/sponsor acknowledges having informed and obtained the consent of the person(s) concerned by this communication. Full agreement terms can be found here: https://s3.amazonaws.com/media.mcisemi.com/libs/DPA_Lead_Retrieval_US.pdf

For Assistance Contact

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