

As an exhibitor at **Fine Food New Zealand 2014** you have the opportunity to order a trakker scanner for your stand. The scanners will allow you to easily retrieve visitor's contact details off the 2D barcode on visitor name badges, and record follow up actions required after the show.

Maximise your event presence and exhibition efforts by ensuring lead data is captured efficiently and accurately, and that the details are relevant.

- The scanners are lightweight, mobile, battery operated devices - allowing staff to move freely.
- Loaded with standard qualifiers, your scanner can also be customised with questions relevant to your business – include a list of products, services or promotions for easy selection while talking to visitors.
- Write quick notes using the onscreen keyboard to help jog your memory after the show.
- Select a random winner for a show competition – attracting visitors to your stand and encouraging the capture of their details.
- Your leads are uploaded to a website for real-time monitoring and retrieval at your convenience.
- Post event you have a ready to use database in excel that allows you to import your leads directly into your own CRM software. Follow up while your leads are still hot and maximise your ROI!



Scan >> Qualify >> Retrieve >> Follow up

It's that easy!

Forget about lost business cards, manual data entry and lost opportunities

Numbers are limited so to ensure you don't miss out go to <http://finefood.trakkers.co.nz/> to order your scanner today!

Scanners are NZ\$350 + GST each for the length of the show
Custom qualifiers are NZ\$50 + GST per scanner

Visit www.eventsolutions.co.nz or contact info@trakkers.co.nz for further information