

## Easy, Portable Lead Acquisition

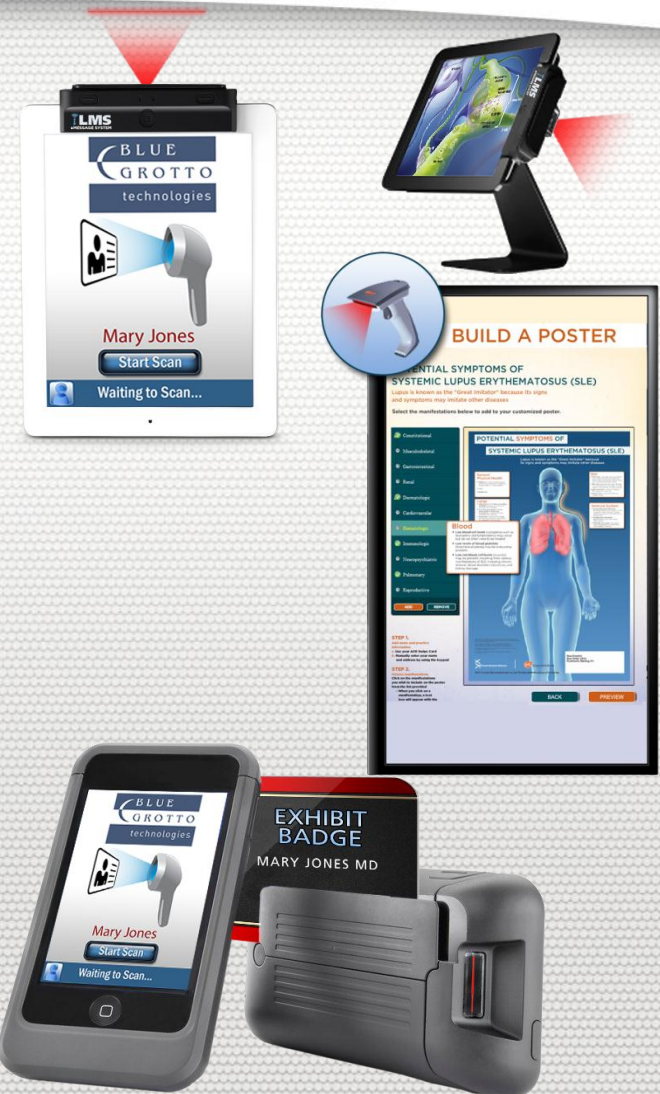
iLMS technology is perfect in the exhibit booth because it can be used any where on the exhibit floor, meeting room. Anyplace with web access (whether WiFi or 3G) will make system part of your booth. Of course our PC based technology can work standalone without technology as well.

## Any Hardware You Want

iLMS technology will allow you to use your iPad, iPhone, or PC to scan any type of badge, mag strip, or RFID device. **You no longer need to purchase the limited lead management system offered by the congress.**

## Ready for Real *Intelligent* Use

iLMS is ready to **capture leads**, **pre-qualify prospects** by comparing them to an approved database, **conduct surveys**, **message** real-time leads to your sales force, and provide **real-time analysis** to your managers.



## iLMS INTELLIGENT LEAD MANAGEMENT SYSTEM

### Process



Once the badge data is collected, the architecture of the iLMS system allows it to operate on badge data to perform various tasks. The system can reformat data, link to a survey, determine the booth visitor's territory for sales rep identification, or identify a "special" visitor.

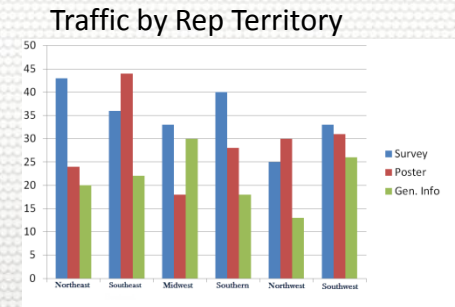
The system is also capable of reconciling badge data with other on-line databases such as NPI lookup or Thomas Reuters. It can also be customized to your specific needs.

### Manage



Once collected and processed, badge data is stored, managed, and shared. iLMS makes it easy to do all of this, including forwarding to the correct sales rep, either real-time or in batch.

### Analyze



iLMS can aggregate and organize the data in any format that you need, be it exhibit traffic or geographic breakdown of visitors. All your data is available to you in virtually any format and can be ported directly to your CRM.



## How It is Used

iLMS technology is designed to work seamlessly with other technology and can be easily integrated into applications of any variety (HTML5, SilverLight, Flash, etc). We can customize our varied booth applications or help integrate yours. Available with direct connections to Blue Grotto's Exhibit Messaging System and Signature Application

**Metrics and Surveys** – The iLMS can be used to conduct a survey after a scan. By asking the right questions, and correlating the answers to a sales territory, rep effectiveness can be assessed by the exhibit interaction.

**Compliance** – iLMS can be used to track give-aways and requests, as well as route those requests to the appropriate department or individual.

**Integration** - The iLMS technology can store badge information on a local device, as well as our servers, making it easy to integrate badge data into a typical kiosk, registration program, or application, such as a "Poster Builder."

