

Master Promotions Ltd. provides two ways for exhibitors to capture lead information on visitors to your booth.

1. We have a FREE MANUAL LEAD RETRIEVAL SYSTEM in place for exhibitors. (see below)
2. Electronic Scanners that may be rented through CONEXSYS. Information for CONEXSYS is located in the Exhibitor Manual.

HOW THE **MANUAL** SYSTEM WORKS

Every visitor will have a show badge.

The Registration ID Number is located in the BOTTOM RIGHT-HAND CORNER of each badge; this is the key to accessing the lead information in our registration database.

Diagram of a sample badge layout:

- SHOW LOGO
- First Name Last Name
- Company Name
- Industry Code
- ID number** (highlighted in yellow)
- Year

sample badge

Record the ID Numbers from the visitor badges on a MasterReg form (found on next page), please either put the collected numbers typed in an email or in an attached excel file. Send email to: eaver@mpltd.ca.

Lead information (all contact information that was provided by visitors) will be sent to the exhibitor within 2 business days. Does not include phone or fax numbers.

Should you have any questions regarding this system, contact Emily Aver at 1-888-454-7469 or by email at eaver@mpltd.ca.

Send Completed MasterReg excel files, or typed id numbers to:

eaver@mpltd.ca.

Please Note:

- Any exhibitor requesting **lead information** on any visitors at the show using the MANUAL Lead Retrieval System **MUST** record the **ID Number**. Lead information will only be provided using **VALID ID NUMBERS** that the exhibitor has recorded.
- Please remember that, due to the PRIVACY ACT, Master Promotions Ltd. will **not**, under ANY CIRCUMSTANCES, provide exhibitors with a FULL attendee list from any of our shows.
- Master Promotions Ltd. reserves the right to refuse lead information on lists that are not gathered legitimately.

