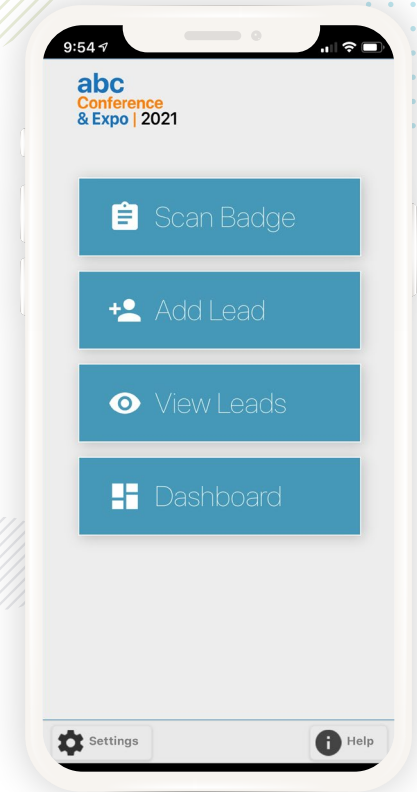**Personify**
A2Z EVENTS

# Lead Retrieval
# Made Simple

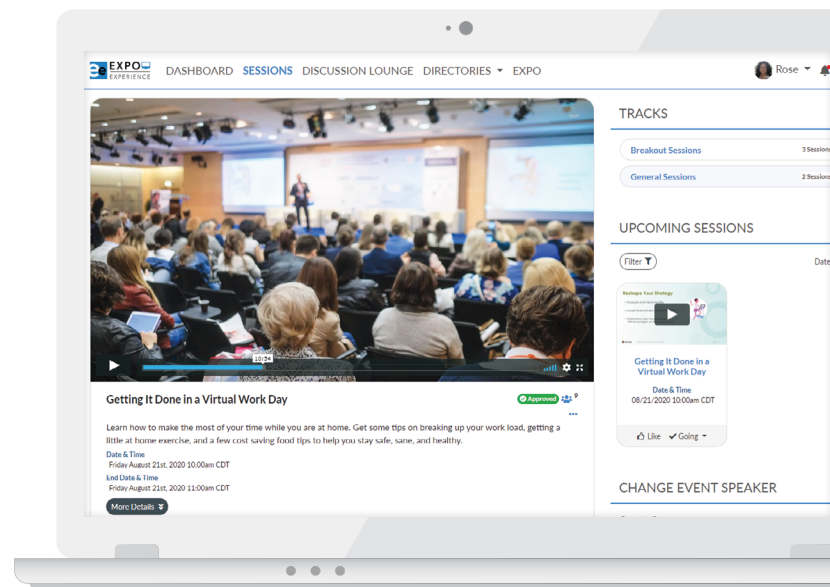*Capture, Access, Learn, Succeed*

Exhibiting creates opportunities to have face-to-face conversations, engage attendees, learn about their needs and drive meaningful leads for your business or organization.

Yet in our increasingly fast-paced, personalized world, traditional lead capture methods fall short. Collecting business cards, filling out paper forms or relying on rented badge scanners can result in missing lead information and lengthy delays in processing follow-up lists. Who wants that?

## Capture Real-time Insights

Our lead retrieval solutions include everything needed to make the most of each interaction. Collect your booth's visitor data, take notes, view answers to custom questions and prioritize leads for an easy post-event follow up. Empower your team with unparalleled visibility into event performance with the ability to view key metrics and make real-time adjustments to improve lead generation.

# Features and Benefits

Provide value from start to finish:

**Drive adoption**:
Turn every booth staffer into a lead generator. Lead retrieval transforms any iPhone or Android device into a powerful lead capture tool. There's no need to rent or rely on complex, outdated technology. Lead retrieval can be easily purchased from within the A2Z Events exhibitor portal.

**Simplify information capture**:
Quickly collect contact details and qualifying information through an easy to-use interface. Record notes via touch screen, select qualifiers via check boxes and radio buttons and view all leads captured from within the app.

**Streamline delivery of leads and turn conversation into action**:
Fuel pipelines and close business. The lead retrieval app delivers real-time access to leads for intelligent, high impact follow up. Deliver immediate access to all leads captured via the centralized portal within the app or drive greater efficiency and higher effectiveness with available integrations to the CRM and marketing automation tools that you already use.*

*Integration availability may vary per event.*

**Get real-time data that you can act on**:
Show ROI in real-time! Access the admin dashboard to understand key metrics. Arm booth staff with the details they need to make smart, time-sensitive decisions and adjustments during the event.

# Our Commitment to Your Success

Our mission is to empower organizations to connect and engage with others and create high-impact experiences for participants. Integrate Lead Retrieval by Personify A2Z Events at your booth to gain a better view of your customers, extend the conversation with attendees long after your event is over and drive actionable insights to grow your book-of-business and further your mission.

> **A2Z Events is great to work with. They have a professional, dedicated staff, many of whom have been show organizers, so they understand our perspective and challenges. People are as important as the technology solutions. Without the A2Z Events team, we wouldn't have had the success we enjoyed.**
>
> – Scott Craighead, Vice President of Exhibitions and Events, International Association of Exhibitions and Events

## Learn more about A2Z Events
### personifycorp.com

**Personify**

**Want to see it in action?**  SCHEDULE A DEMO

EMAIL:  info@personifycorp.com