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CompuSystems' New LEADnet 360 Offers Suite of Lead Management Services for Exhibitors

CompuSystems, Inc. has introduced LEADnet 360, cutting edge technology to help exhibitors maximize ROI and to turn qualified buyers into sales.

LEADnet 360 is designed as a service that show organizers can offer to their exhibitors. It's a comprehensive suite of lead management products and services backed by CompuSystems trained call center professionals.

"This is the first time in the trade show industry that anyone has offered such a comprehensive approach to lead management," said Paul McCaffray, CSI's Executive VP and COO. "Our services go from pre-show to on-site to post-show. It's one-stop shopping for both show organizers and their exhibitors."

LEADnet 360 has three functional elements: TrafficMax pre-show services; CompuLEAD on-site products and services; and BuyerConnect post-show promotional services.