



# *Record Post Manage*

Put more horsepower into your show leads

Identify & qualify buyers...*measure results!*

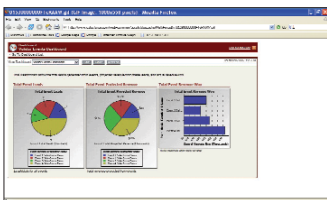


# Shift!

## RPM helps you:

- Track and measure results from all of your trade shows
- Measure ROI for all your marketing efforts
- Convert leads into sales...faster

Eliminate handling paper leads forever. RPM is a universal software-based solution – you can use the same system across all of your shows! No more complicated file conversions – get one file format from every show! RPM is a PC- and Pocket PC-based application that can read virtually any badge type.



**CRM Integration** – enhance the value of your total marketing investment, by populating your salesforce CRM system with ranked and categorized tradeshow sales leads, in real-time! In

addition, an event ROI measurement tool provides a real-time statistical snapshot of your campaign and its effectiveness, based upon projected close rates, sales prices and activity. Post directly into salesforce.com and other CRM systems.

**Pre-show** – create an e-mail marketing campaign to invite prospects and customers, announce new products, schedule meetings and offer incentives. Integrate with a built-in custom survey to help determine a prospect's propensity to purchase, and drive traffic to your booth of only those whom you have pre-qualified!

**Application can be fully networked within larger exhibits.**

## **RECORD**

UNIVERSALLY COMPATIBLE

**RPM will read virtually any badge type:**

- Barcode (1-D or 2-D)
- Mag-stripe
- Smart cards
- even ordinary business cards



**RPM comes pre-mapped for the show -**

*you don't need to be a data field expert!*

Just plug the special memory drive into your PC. RPM is a plug-and-play solution, with no installation of software or drivers necessary!

## Just 3 easy steps

- 1: Plug in the RPM memory drive
- 2: Plug the badge recording device
- 3: Scan and record your leads!



**YOU CHOOSE THE SCANNING & RECORDING MODE:**

**CRUISING** – standard mode, allowing you to scan a badge, and enter responses to your survey or qualifiers.

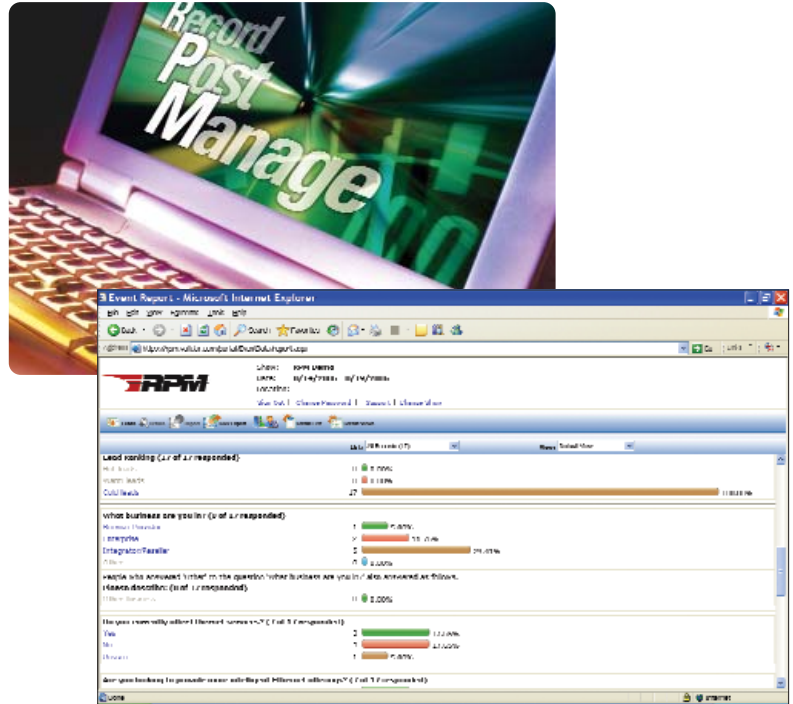
**PASSING LANE** – bypasses your survey or qualifying questions, allowing for rapid scan-after-scan. Great for entry or session tracking.

**PIT STOP** – lets you use your PC for other in-booth applications (demos, presentations). Just scan a badge and RPM will “pop up” to let you record lead information. When complete, RPM minimizes to return your PC to its original application.

**Develop custom booth surveys to measure any metric you choose – identify & rank qualified leads**

## POST

- Simply post your leads to your RPM Lead Tracking and Measurement web portal. This fully integrated upload utility can automatically post your leads directly from the show floor with the click of a button.
- Immediately leverage your marketing intelligence by creating your own reports and data views.
- Handle in real time, at your convenience – from the show floor, from your hotel room, or back at the office.
- Password protected so you control who can access your leads.



## MANAGE

**Connect Marketing to Sales** – trade shows are a major marketing investment for any business. But they don't provide a return on that investment unless you're able to connect the results to sales...and measure those results.

*That's where RPM enters the race...*

### Intelligence Gathering Tools

- Develop and administer in-booth surveys
- Qualify and classify your leads
- Define attendee profiles
- Facilitate booth promotions and prize drawings
- VIP function identifies targeted visitors to your booth for appropriate attention

### High Performance Blend of Reporting Tools and Analytics

- Measure the effectiveness of your marketing campaigns and event investments
- Post your leads anytime
- Real-time reporting
- YOU assign access to view leads
- Provides a unique and powerful graphical view of your leads, by a broad range of criteria (territory, lead value, product type, customer type)

- Rank and categorize leads by sales territory or channel
- Deliver a value to each lead based on their propensity to buy
- Custom Data Drilldown – analyze your data to the extent you need

### Post-Show Tools

- Follow up your leads with personalized e-mail campaign, in html or plain text
- Export leads to your contact management or CRM system
- Standard and custom report generation
- Measure prospect ROI for targeted sales efforts

# Win!



**We service 35,000 EXHIBITORS A YEAR,  
and help them manage OVER 7 MILLION LEADS**

*Let our superior customer service and marketing  
expertise go to work for you!*

**RPM is pre-configured for  
single-show, single-station  
use, enabling us to provide  
show-specific badge mapping.**



**Administrative "dashboard" allows for:**

- Random selection for prize drawings
- Ability to store leads at scanning without questions ("passing lane")
- Ability to add notes and edit records
- Ability to set VIP notification on scan
- Automatic encrypted lead back-up right on your PC
- Ability to pop-up application when badge is scanned, and return when recording is complete ("pit stop")
- Real-time graphical report summary

**RPM "standard equipment"**

- Pre-loaded USB memory drive
- The right badge reader for each show
  - bar code, mag stripe, or business card
- Badge data pre-mapped, so you don't need to be an expert
- Screen content customized to your specifications & branding
- Access to your own Lead Portal
- 24/7 Tech support

**System Requirements:**

PC with Windows 2000 or higher (with USB support). PC must have two available USB ports.  
Internet Explorer Version 5.5 or higher.  
PC Screen resolution set to 1024x768

We very much appreciate the RPM application because it can be used on any computer without a cumbersome installation process — even if they are being used for presentations. It is entirely plug and play and extremely flexible with regards to profiling booth visitors.

— John O'Gara, *Microsoft TSG - Operated by Excell Data, a Division of CompuCom*

The RPM software works like a charm. I like it because I know that it will work every time. I don't have to worry about badge mapping, etc. because everything is done for me. It is very simple and powerful.

— Mike Magnini, *AT&T*

The RPM staff took care of everything from badge mapping and design to working with our other suppliers to incorporate other pre-existing software components to ensure a consistent and seamless look. Their software is totally customizable and could handle anything we asked for. Lead/survey analysis and reporting were simplified. It's a great tool.

— Anita Gambill, *Public Relations Specialist, STIHL Inc.*



**For more information on RPM, call**

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