

Trade Show Executive™

Compusystems, Inc. (CSI) BuyerConnect Puts Lead Follow-Up in the Hands of Attendees

Many a creative idea has been formed by taking a product and turning it upside down and inside out to see the possibilities from a different angle. Figuratively speaking, that is what Compusystems did in creating BuyerConnect. The new service, which was launched in February, is a reverse lead retrieval system designed to help buyers keep track of the exhibits they visit during a show so that they can follow up afterwards.

Kahle Williams, Director of Marketing for CompuSystems, said the registration and lead retrieval company got the idea for the new product after seeing a study by the Center for Exhibition Industry Research (CEIR) that indicated as many as 80 percent of leads collected by exhibitors during a trade show are not followed up. This puts the attendee at a serious disadvantage, especially if he or she assumed a follow-up call or mailing would be made by the exhibitor.

Anytime an attendee's badge is scanned by an exhibitor on the exhibit hall floor using a CSI lead retrieval device, the exhibiting company's information is automatically uploaded to a web site for the buyer's use after the show.

CompuSystems contacts each attendee by e-mail within two days after the show, giving them a password that will

provide them with easy access to their exhibitor contact list on a secure Internet website.

As a result, BuyerConnect puts the follow-up into the hands of the attendees. The attendee can then easily:

- Follow up with exhibitors when and how they want to;
- View and download contact information for all exhibitors they visited at the show

There is no cost to the attendee—and no additional cost to exhibitors—for this service. Show organizers pay a fee to make BuyerConnect available to attendees. Show organizers can easily promote this added value to attendees, increasing potential attendance for their show.

Williams said BuyerConnect may be the first such product that doesn't require attendees to have anything more than a bar-coded badge and access to the Internet. "It's a big advantage to both the exhibitor and the attendee," he said.



Kahle Williams

Trade Show Executive magazine commends CompuSystems for rethinking the exhibitor/attendee relationship and developing a unique solution to a common challenge. Reach Kahle Williams, CompuSystems Inc. at (708) 344-9070 ext. 310 or kahle.williams@compusystems.com. Web Address: www.compusystems.com.

