

Trade Show Executive™

NEWS

CompuSystems Puts Lead Follow-Up in Hands of Attendees

BY SANDI CAIN, NEWS EDITOR

CompuSystems Inc. unveiled a service for show attendees in February that helps them keep track of the exhibits they visit for later follow-up. Called BuyerConnect, the easy-to-use service provides an online, password-protected list of exhibitors visited by show attendees, delivered directly to their email addresses after the show.



Kahle Williams

The service—free to attendees—was unveiled at the *Exhibitor2006* in Las Vegas and at the *International Home & Housewares Show* in Chicago.

Each time an attendee's badge is scanned by an exhibitor with a CSI lead retrieval product, the exhibitor's company information is uploaded to a website the attendee can view after the show. Within a few days after the show closes, attendees will receive an email from CSI containing a password to access their unique exhibitor contact list carried on a secure web site. Exhibitors using CSI's CompuLEAD lead retrieval devices will be able to use the BuyerConnect system at no additional charge.

Perry Reynolds, Vice President of Marketing and Trade Show Development for the International Housewares Association, said he frequently receives post-show calls from retailer attendees looking for

exhibitors they want to contact. Those attendees are the fastest-growing segment of IHA's show, making

BuyerConnect attractive to the organization. "Retailer attendees tell us they want to do follow up themselves," Reynolds said. "BuyerConnect enables them to do that."

CompuSystems got the idea for the new product after seeing a study by the Center for Exhibition Industry Research that indicated as many as 80 percent of leads collected by exhibitors during a trade show are not followed up. They also saw the product as a logical extension of their mobile and desktop lead generation systems already available to exhibitors.

Kahle Williams, Director of Marketing for CompuSystems, 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.

Show organizers will pay a fee to make BuyerConnect available to attendees. Exhibitors already using CSI's lead retrieval products will receive tent signs that tell prospective buyers they are participating in the BuyerConnect program. "It's incumbent on shows to make everyone's visit valuable," IHA's Reynolds said.

Reach Kahle Williams, CompuSystems Inc. at (708) 344-9070 ext. 310 or kahle.williams@compu-systems.com; Perry Reynolds, International Housewares Association at (847) 692-0109 or preynolds@housewares.org.



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