



Optional Badge Scanning for Sponsors

A USER EVENT FOR THE SALESFORCE COMMUNITY -
BY THE SALESFORCE COMMUNITY

Based on feedback from last year's event, we're adding a new way to help our partners get the most value possible from sponsoring Midwest Dreamin' 2015 by offering lead retrieval capabilities through attendee badge scanning.

We've partnered with a company called Bartizan Connects to use their iLeads platform to make badge scanning a snap. Here's how it works:

1. Sign up for iLeads directly with Bartizan. Each device/booth staff member will need an access license. (See separate order form for details.)
2. Download the iLeads scanning app on your own iOS or Android device (or you can rent devices directly from Bartizan)
3. Scan attendee badges as they visit your booth. You'll get access to critical contact info for that attendee and you can take notes, add follow-up flags and even categorize your leads on the fly.
4. After the event, you can access all of your leads through a secure, online portal where you can search, filter, report and export all of the critical information you gathered on attendees when they stopped by your booth.
5. As a bonus, all attendees that have their badge scanned will get an email after the event with a list of the sponsors they visited along with your contact info.



Why Lead Retrieval?

- Capture lead info quickly by scanning booth visitor badges
- Take follow up notes and categorize your leads on the fly
- Use your own phone or tablet
- Post event online access to leads with reporting
- Even works offline

Badge scanning costs as little as \$179 for a single access license when using your own device.

* See order form for details on device rental and multiple license bundles

