

SpotLighter™ Features

Capture Leads

Capture contact and qualification information from attendee badges using the iPhone/iPad platform. Rent this attractive, modern and consistent lead retrieval system at tradeshows you are planning to exhibit at.

Qualify Leads

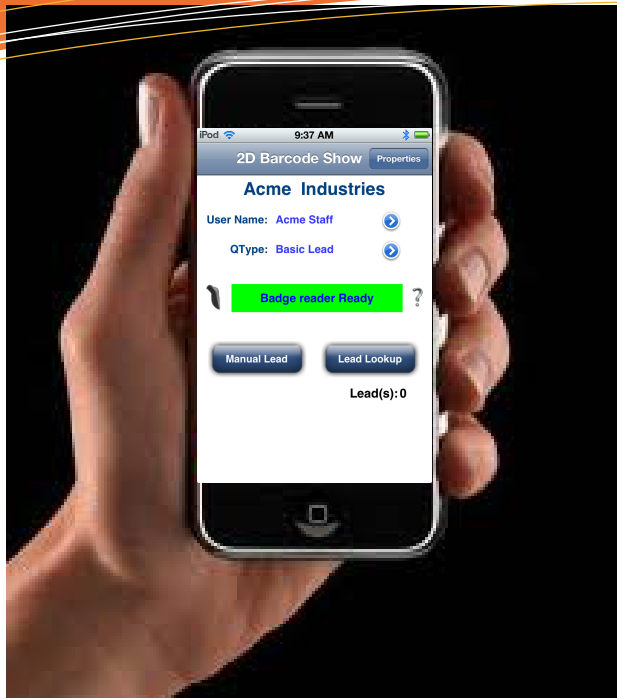
Use Standard Features along with Custom Qualification Questions, Smart Workflow, and Voice Recordings to qualify and understand attendee needs accurately.

Start Selling

Get robust lead reports during and at the end of each show. Import these reports to your CRM immediately and start tracking leads into sales opportunities.

Track Symposiums

Track invited Guests and VIPs to manage certifications, custom presentation or benefit reporting as required by some states.



- SpotLighter™ is an essential tool for exhibitors. SpotLighter™ runs on Apple devices and captures qualified leads to maximize Tradeshow productivity.
- SpotLighter™ uses Apple's intuitive user interface and enhances your company image.
- SpotLighter™ automatically sends customized reports of tradeshow activity and integrates with major CRM systems.
- Tabletop clutter is reduced by using the same iPad for product demos and for lead qualification.

SpotLighter™ Intelligence addresses Customer Challenges

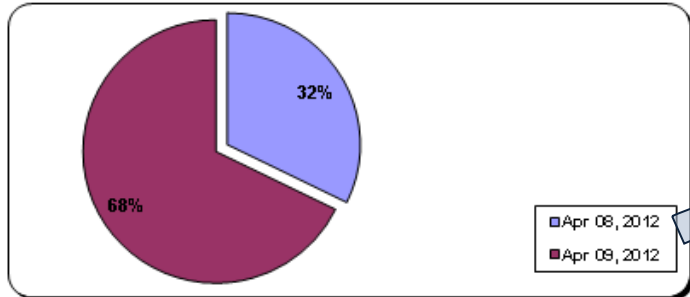
Customer Challenge	SpotLighter™ Intelligence
- Each Show provides different systems with inconsistent functionality.	✓ SpotLighter™ supports various tradeshow badges (barcode, magnetic stripe etc.) and provides a consistent experience for booth staff. This allows booth staff to learn the system once and use it at many shows.
- Each Show provides leads in separate formats (printed, CDs, or USB).	✓ Detailed reports provide lead details in a consistent format after each show. Work with single vendor for trade show leads.
- Exhibitor must spend time formatting leads and wait in line to collect and return system.	✓ No waiting in line.
- It's difficult to determine ROI from a show when leads cannot be tracked consistently.	✓ SpotLighter™ can automatically put your new leads into your CRM system for immediate tracking.

Powerful Reporting for Immediate Results

Lead Summaries For Acme Industries-SpotLighter Expo 2012

Leads By Day

Day	Leads
Apr 08, 2012	109
Apr 09, 2012	229
Total	338



Serious Reporting & Immediate Tracking

- ❑ SpotLighter™ provides customized reports with detailed breakdown of follow up actions.
- ❑ Consolidates multiple visits by the same attendee.
- ❑ Monitors station performances to track lead generation incentives.

Custom Qualifiers

No need to pick and choose from generic qualifiers. SpotLighter™ customizes qualifiers, tailors question flow, and records audio clips to make qualification efficient and easy during busy trade show periods.

Avoid Incomplete Leads

SpotLighter™ auto-prompts staff to capture contact information if it's not present on the badge.

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<http://varit.com/>

- Follow up actions are specific and can be imported into CRM.
- Tradeshow ROI is easier to calculate.
- Leads Details Facilitate Effective Follow Up Activities.

Interests and Actions	Leads
Send Information	79
Needs Technical Data	121
Add to Mailing List	115
Decision Maker	15
Just Investigating	59
Send Quote	21
Have Rep Call	17
Ready To Purchase	8
Will Purchase in 30 Days	5
Special Actions Required	7

Lead Details	Contact Details	Interests and Actions	Comments and Notes
DWIGHT POWERS Resercher, K & K SERVICES 67 FRUIT KT, # 1570 Tulsa, OK 02114 United States	Phone:789-254-6678 Fax:789-582-8065 Email:DWIGHTPOWERS@AOL.CO M	Have Rep Call Ready To Purchase Will Purchase in 30 Days	Intrested to buy a product please call asap, special action required.

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