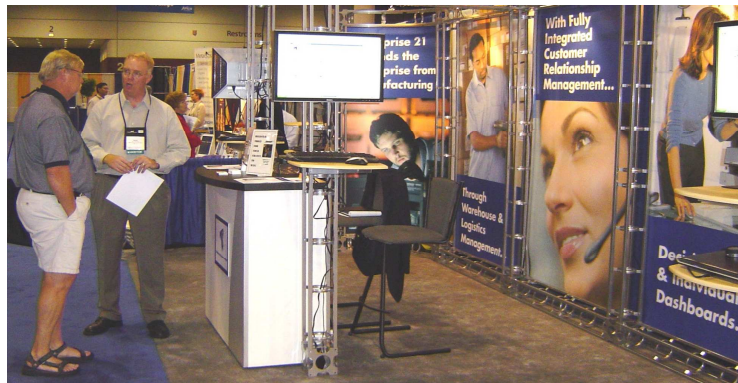


Event Manager

By ActionTrak

Wouldn't it be nice if you could simply point to the visitor at your booth and "click" a button to collect their contact information?



Well, now you can!

With the **ActionTrak Event Management** system it's just that... "point" and "click"... you've capture a lead!

**Save time and collect leads
with *Barcode Scanning***

Not only is it *simple* to use but extremely *affordable*. In minutes, each representative at the booth can have their own mini-scanner; meeting, greeting and collecting important lead information for their business.

- **No more** embarrassing moments and wasted time collecting the right contact information.
- **No more** pocketing contact notes that are easily lost.
- **No more** scanning business cards that don't read.

Good money is paid to attend tradeshow. Let us show you how our simple-to-use system will ensure your exhibitors leave with the leads they've earned!

actiontrakTM

1329 S. 800 E. Orem, UT 84097

"Our exhibitors love the ease of scanning an attendee's name badge and receiving all the pertinent demographics electronically. I can't imagine ever hosting a conference where we did not use this tool!"

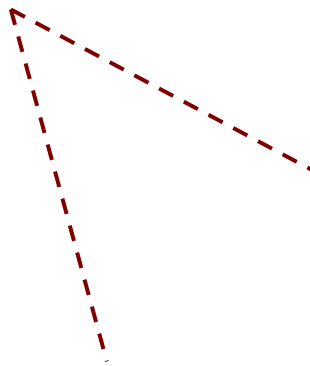
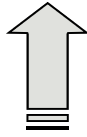
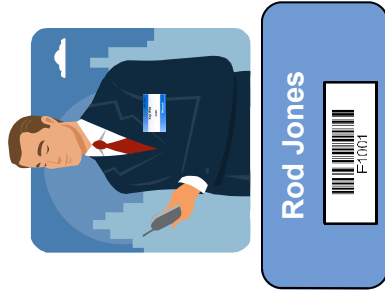
Our conference team enjoyed working with the ActionTrak team and we plan to use their product at all our future conferences."






-Sherrill Sleeter
The Sleeter Group, Inc.

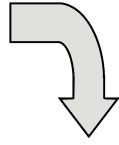
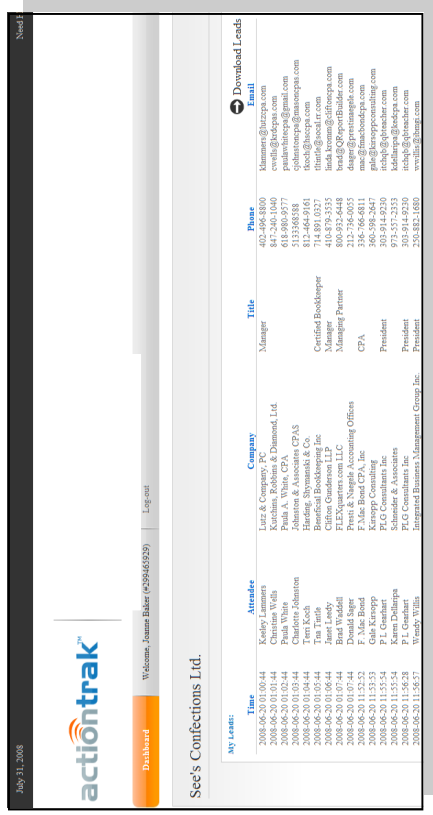
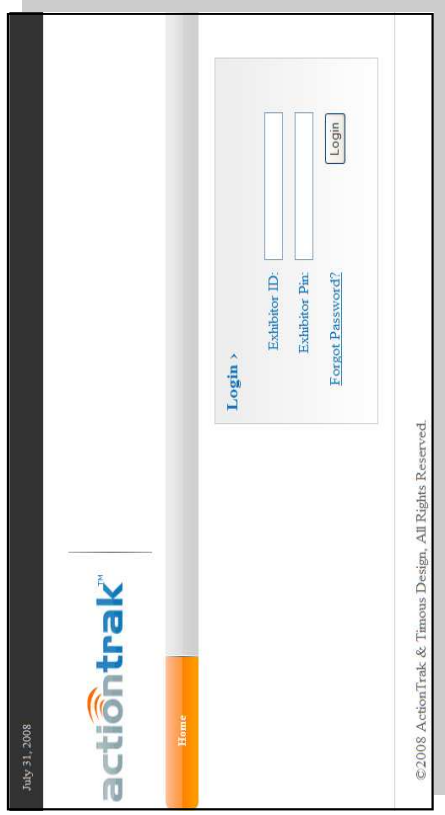
**Contact Us for a
Demo!**

877 TRAK 999
801-765-4987
info@actiontrak.com
www.actiontrak.com

How ActionTrak Event Manager Works



 E3201	Add to Mailing List
 IM2111	Enter Drawing
 E3201	Send Information
 E3201	Contact Me
 E3201	User definable Codes



CRM

Simple Features...Huge Benefits

“More than 70% of leads are never acted on because they didn’t reach the right person at the right “time”

Gartner Group

“Up to 80% of the leads you pass to Sales fall through the cracks”

American Marketing Association



Features

- “Point” and “click” scanning using easy-to-use thumb-size scanners.
- Customize-able Scan Cards that can be fit to your business follow up process.
- Web accessible list download to print or import to your CRM system.

Benefits

- Eliminate contact information “garbage in—garbage out” issues.
- Assign leads to specific representatives for timely follow up and accountability.
- Simple system that everyone can use.

“We have used the ActionTrak scanning tool at the last two Sleeter Group's Accounting Software Consulting Conferences.

The attendees appreciate not having to fill out questionnaires at the exhibit booths, as well as not waiting in long lines to sign attendance rosters for their continuing education units.



Our exhibitors love the ease of scanning an attendee's name badge and receiving all the pertinent demographics electronically.

I can't imagine ever hosting a conference where we did not use this tool! Our conference team enjoyed working with the ActionTrak team and we plan to use their product at all our future conferences.”

- Sherrill Sleeter, The Sleeter Group, Inc.
