

# LEADNET

Lead Retrieval Web App by CTE

CONFERENCE TECHNOLOGY ENHANCEMENTS, INC.

  
intheorIOUS®  
*Event Technology Solutions*



Official Lead Retrieval Provider for:

**IDDBA | 2024**  
*HOUSTON*

[www.cteusa.com/ctelead](http://www.cteusa.com/ctelead)

CONFERENCE TECHNOLOGY ENHANCEMENTS, INC.

Order Online at:  
[www.intheorion.com/LG/IDDBA3](http://www.intheorion.com/LG/IDDBA3)  
or use the order form on the following pages

## LeadNet® Web Application Features



**1 License = 3 Concurrent user logins**



### Use Your Own Device

Live data collection using your own smartphone, tablet or laptop.



### Scan Barcode to Capture Leads

Scan the barcode to capture leads. Works on select versions of Android and Apple operating systems. Browser limitations apply.



### Capture Leads with LeadNet ID

Simply type the LeadNet ID on the name badge to capture a new lead. No scanning needed. Cross-platform, works on any device.



### Add Custom Notes

Add notes to any lead as you collect them or go back and add notes later.



### Instant Access to Leads

Send your lead file right from the app. No waiting until after the event.



### No App Download Required

Simply use any device that allows access to a web browser. No need to download an app.



### 20 Standard or Custom Follow-up Codes

Use follow-up codes to help quickly qualify and organize your leads.

\*Wi-Fi or cellular data required

### Scan Barcode

On Select Devices



### Type Badge ID

On All Devices

OR



To watch a quick demo video:  
Click or copy the link below to your web browser:  
<https://www1.cteusa.com/ctelead>

# CTE LEAD RETRIEVAL ORDER FORM FOR:

**International Dairy Deli Bakery Association**  
**George R. Brown Convention Center**  
**Houston, TX**  
**6/9/2024 - 6/11/2024**



Fax order to: 847-957-4500  
 Mail order to: CTE Inc.  
 1460 Renaissance Drive Suite 305  
 Park Ridge, IL 60068  
 Questions? Call 847-957-4500  
 Place order in advance to guarantee order

Company:		
Contact:	Booth#:	
Address:		
City:	State:	Zip:
Phone:	Fax:	
Receipt Email:		
Lead Data Email:		

Rental Terms and Conditions  
**\*\*NO REFUNDS AFTER 5/13/2024\*\***  
 Your LeadNet Account Information will be emailed approximately 5 business days prior to the opening of the Exhibit Hall. Internet or cellular data plan connection required.

**Order Online at <http://www.intheorIOUS.com/LG/IDDBA3>**



### LEADNET WEB APP

Lead Management Web Application for use on your iPad or compatible mobile device.  
 \*\*NOTE: Internet or cellular data plan connection required.  
 \*\*NOTE: Up to 3 logins per license.

Price Per Unit Before 5/13/2024: **\$350.00** After 5/13/2024: **\$375.00**

Qty: \_\_\_\_\_



### LEADNET WEB APP 3 LICENSE BUNDLE

Lead Management Web Application for use on your iPad or compatible mobile device.  
 \*\*NOTE: Internet or cellular data plan connection required.  
 \*\*NOTE: Up to 3 logins per license total of 9 logins.

Price Per Unit Before 5/13/2024: **\$900.00** After 5/13/2024: **\$975.00**

Qty: \_\_\_\_\_



### LEADNET WEB APP 5 LICENSE BUNDLE

Lead Management Web Application for use on your iPad or compatible mobile device.  
 \*\*NOTE: Internet or cellular data plan connection required.  
 \*\*NOTE: Up to 3 logins per license total of 15 logins.

Price Per Unit Before 5/13/2024: **\$1,300.00** After 5/13/2024: **\$1,425.00**

Qty: \_\_\_\_\_



### CUSTOM QUALIFIER CODES

Price Per Unit: **\$85.00**

Qty: \_\_\_\_\_



### PIN FILE TRANSLATION SERVICE

Use your own lead capture system to collect the unique 5 character IDs from the QR code on the badge.  
 At the conclusion of the event e-mail your file of IDs to leads@cteusa.com where we will match the IDs and return a file of the contact information as provided by the attendee.  
 \*\*NOTE This is not an API service.

Price Per Unit: **\$500.00**

Qty: \_\_\_\_\_

**Payment Information: Federal Tax ID# 31-1811430 Your order cannot be accepted without payment.**

Card Number:

Exp. Date:

Cardholder Signature:

American Express: [ ] VISA: [ ] MasterCard: [ ] Check Payable to: CTE Lead Retrieval: [ ]

**International Dairy Deli Bakery Association**  
Fax or mail order to: CTE  
1460 Renaissance Drive Suite 305, Park Ridge, IL 60068  
Fax: 847-957-4500 Phone: 847-957-4500  
To order on line go to (<http://www.intheorinous.com/LG/IDDBA3>)

## PACKAGE DESCRIPTION and INFORMATION

Your show management has chosen to offer Lead Management Services for this event. This will allow you, as an exhibitor, immediate access to valuable data on your potential customers. The Lead Management System provides access to demographic information as provided by the attendee (and approved by show management).

### LEADNET WEB APP

Use your own iPad, mobile phone or laptop to collect leads. CTE LeadNet does NOT require an application download. You may utilize your device to capture your leads in real time. You may email your lead file to any email you specify as often as you like throughout the event. 3 logins include with each license.

\* *Internet or cellular data plan required.*



### LEADNET WEB APP 3 License Bundle

Use your own iPad, mobile phone or laptop to collect leads. CTE LeadNet does NOT require an application download. You may utilize your device to capture your leads in real time. You may email your lead file to any email you specify as often as you like throughout the event. 3 logins included with each license 9 total logins.

\* *Internet or cellular data plan required.*



### LEADNET WEB APP 5 License Bundle

Use your own iPad, mobile phone or laptop to collect leads. CTE LeadNet does NOT require an application download. You may utilize your device to capture your leads in real time. You may email your lead file to any email you specify as often as you like throughout the event. 3 logins included with each license 15 total logins.

\* *Internet or cellular data plan required.*



### CUSTOM QUALIFIER CODES

All Lead Retrieval systems include 20 Standard Follow-up Codes. Replace the Standard Follow-up Codes with Custom Follow-up Codes specific to your company or organization. Organize and enhance your leads by adding Custom Follow-up Codes to your Lead Retrieval package today! Each Custom Follow-up Code can be a maximum of 24 characters in length.



### PIN FILE TRANSLATION SERVICE

Utilize your own lead capture system to gather the five character ID codes for attendees. At the conclusion send the file of captured ID codes to [leads@cteusa.com](mailto:leads@cteusa.com) we will match the ID codes and send back the full contact information for the ID codes you have captured.



CTE Staff will be available at the LEAD RETRIEVAL BOOTH during exhibitor set up as well as all Show Floor hours.

Our staff can instruct or provide assistance on how to use LeadNet.

Create a custom response. Designate up to 20 standard single item responses (E.G. "Send Literature", "Call", etc.) Indicate appropriate follow-up with the attendee. See custom code response sheet.

# International Dairy Deli Bakery Association

## 20 Standard Lead Qualifiers

Are Provided With All Lead Retrieval Packages

All LeadNet logins will be equipped with the standard lead qualifiers.

### How do we use it?

When a prospect enters your booth, first you scan the prospect's badge. When scanned, the prospect's lead detail appears on your screen. The standard lead qualifiers can be added using the drop down menus under the Follow Up section.

### How is the information captured?

The information is captured in an electronic format, and saved to the prospect's lead profile.

### The 20 standard codes are:

1. Send Literature
2. Send Samples
3. Send Pricing
4. Add to Mailing List
5. Technical Info Required
6. Detail Specs Required
7. Provide Quote
8. Product Demo Required
9. Immediate Contact Required
10. Have Salesperson Call
11. Recommends
12. Final Say
13. Makes Purchase Decision
14. Partial Interest
15. Purchase in 30 Days
16. Purchase in 3 Months
17. Purchase in 6 Months
18. Ready to Purchase
19. Immediate Need
20. Order Placed at Show

For a fee you may also have 20 codes customized for your company's use. To order customized codes, please visit <https://www1.cteusa.com/ctelead/custom-follow-up-codes#OrderCustomCodes> or complete the Scan Customization Sheet on next page.

# International Dairy Deli Bakery Association

## CTE Scan Customization Order Form

For the creation of custom lead codes, complete this form and submit it with your Lead Retrieval Order Form.

**You may have up to 20 customized codes.**

**Each code can be up to 24 characters in length.**

**Single response items only, no multiple choice or fill in the blank.**

**The fee per customized code sheet is listed on the order form above**

<b>Exhibitor Name:</b>	
<b>Exhibitor Contact:</b>	
<b>Phone Number:</b>	
1.	11.
2.	12.
3.	13.
4.	14.
5.	15.
6.	16.
7.	17.
8.	18.
9.	19.
10.	20.