

LEAD RETRIEVAL RENTAL SOLUTIONS

*En*hance *Y*our *C*ongress *E*xperience

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Solutions Designed for *Y*ou**

* Lead Retrieval pricing set to maximize your profit sharing and minimize related operational costs
  + Choose between a **Standard** and **Full-Service** solutions package that differs based on the provision of specialists

for pre-event and on-site device management

* + Operational costs and suggested resale per solution are further explained in the *choose* **your profitability section**
  + Discounted minimal basic set up costs under both rental packages are 800 £ and include pre-event device preparation

and marketing and sales order management

* Comprehensive value-driven solutions for resale to your congress client and congress exhibitors include:
  + **Symposium Pro-Scanner Solution:** Session attendance and time in a session can be tracked by participants

with scanning in and out of a session.

* + **Access Check:** Access check scanning allows verification on delegate access to events or services. This means that

you can check access as delegates enter the venue from different entrance points or you can verify that

delegates have registered for the appropriate additional congress service such as a paid luncheon.

* + **Exhibitor Lead Solutions:** Exhibitors can track booth traffic and interest in their products by using either the

Smart Lead Capture Solutionor the Custom Leads Qualifier Solution.

**a) Smart Lead Capture Solution**-Leads and associated qualifying comments from one device or multiple

devices can be collected and aggregated into one lead list or separated into multiple lists

**b) Custom Leads Qualifier Solution** allows for further*qualification of leads*with direct real time access to

survey creation and results data

**Delivering Value to *Y*ou**

**Helping you build Community Helping You Drive Digital**

***At no cost MCI and your congress are seen as a***

***latest technology solutions provider***

***Free solutions consultation throughout the process***

***Simple technology with comprehensive training to administer solutions***

***On time delivery of fully functional and pre-configured new generation equipment***

***Scalable Solutions to meet congress needs***

***No process management on your part as we manage marketing,***

***customer service, and support***

***An easy to implement revenue generator for***

***you and ROI generator for your exhibitors***

***Reporting promotes valuable***

***insight on delegate attendance and registration***

***patterns at the congress***

**Simple Process**

1. **Collaboration to put in place Lead Retrieval Solutions for your Congress**
2. Complete and submit the Lead Solution Order Form at least 3 months prior to your event [Lead Solution Order Form](D:\\Users\\karen.bhavnani\\AppData\\Local\\Microsoft\\Windows\\Temporary Internet Files\\Content.IE5\\Order Forms\\Lead Solutions Order Form 2015.docx)
3. You will receive a response to your Order Form within two days
4. An offer will be made within two days of receiving all necessary details [Lead Solution Offer Template](D:\\Users\\karen.bhavnani\\AppData\\Local\\Microsoft\\Windows\\Temporary Internet Files\\Content.IE5\\Offer Templates\\Lead Solution Offer Templatexls.xls)
5. Collaborative, and detailed open communications with strict compliance to agreed upon deadlines and conditions will result in a successful on-site delivery
6. Your on-site designated Lead support available in the Full package will resolve and report any problem by the MCI Incident Report Form [Incident Report Template](D:\\Users\\karen.bhavnani\\AppData\\Local\\Microsoft\\Windows\\Temporary Internet Files\\Content.IE5\\Incident Report for IT or Lead Solutions\\MCI Incident Report DD MM YYYY Subject.doc)
7. You will have a chance to provide feedback on solutions and services from the start of your event onwards and we will respond using a closed loop feedback process [Customer Feedback Survey](https://www.surveymonkey.com/s/NZ5H9SY)
8. **How your Congress Client and Your Exhibitors Place their orders**
9. Directly on the Lead Retrieval Solutions reservation Website
10. We can also place orders in the back office of B-com

***C*hoose *Your* *P*rofitability**

**Onsite T**

**Profitability Value to *Y*ou**

* Increasing profit per solution sold
* Commission on preparation costs start as early as 10 solutions sold

**Solutions Available for Rent and Suggested Resale Price for your Congress**

  

|  |  |  |  |
| --- | --- | --- | --- |
| Solution | Symposium or Access Check | Smart Lead  Capture | Custom Leads Qualifier |
| Rental Cost | **300£** | **450£** | **730£** |
| Suggested Resale at Early Bird Rate | **550£** | **700£** | **950£** |
| Suggested Resale at Onsite Rate | **600£** | **750£** | **1000£** |

***Choose Y*our *Lead* *S*olutions *P*ackage**

**Full Service Package**

**Standard Package**

|  |  |  |  |
| --- | --- | --- | --- |
| **Value Item** | **0-9 solutions sold** | **10-30 solutions sold** | **31+ solutions**  **sold** |
| **Remote onsite support** | **at cost** | **1 hour** | **2 hours** |
| **Device and tablet preparation** | **300£** | **300£** | **FREE** |
| **Marketing and sales order management** | **500£** | **500£** | **FREE** |
| **Commission on cost** | **no** | **10%** | **12%** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Value Item** | **0-9 solutions sold** | **10-30 solutions sold** | **31+ solutions**  **sold** |
| **Remote onsite support** | **at cost** | **1 hour** | **2 hours** |
| **Device and tablet preparation** | **300£** | **300£** | **FREE** |
| **Marketing and sales order management** | **500£** | **500£** | **FREE** |
| **Commission on cost** | **no** | **12%** | **15%** |

**[Start Order Form](D:\\Users\\karen.bhavnani\\AppData\\Local\\Microsoft\\Windows\\Temporary Internet Files\\Content.IE5\\BPP1433T\\Lead Retrieval Fact Sheet  August 2014docx..docx)**

**[Start Order Form](D:\\Users\\karen.bhavnani\\AppData\\Local\\Microsoft\\Windows\\Temporary Internet Files\\Content.IE5\\BPP1433T\\Lead Retrieval Fact Sheet  August 2014docx..docx)**

**Other Value Services available at cost:**

**Shipment or transport of devices**

**Hostess for on-site**

**Other Value Services available at cost:**

**Shipment or transport of devices**

**On-site management at 1000 £/day**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | |  | |  | |
| **Intuitive to Use** | **Custom Lead Qualifier –**  **Mini Laptop** |  | **Smart Lead Capture-**  **Pidion Device** |  | **Symposium Pro-scanner-**  **Pidion Device** |  |
| **Reliable new generation device** |  |  |  |
| **Battery operated Portable device** |  |  |  |
| **Full customer service (on-site customer care team)** |  |  |  |
| **Combine participant lists from multiple devices** |  |  |  |
| **Leads automatically saved on your device** |  |  |  |
| **Add comments to your leads** |  |  |  |
| **Touch screen note taking capability** |  |  |  |
| **Qualify leads with your custom survey** |  |  |  |
| **Administer unique custom surveys within the same booth** |  |  |  |
| **Online anytime access to scanned leads** |  |  |  |
| **Scanned participant lists emailed within 24 hours** |  |  |  |
| **Scanned participant lists emailed at the end of the Congress** |  |  |  |
| **Instantly records time the lead was scanned** |  |  |  |

***Understanding Key* *Advantages* of *Lead* *R*etrieval *S*olutions *for* Resale**

**PRICING AND PROFIT EXAMPLES**

Final invoicing associated with lead retrieval solutions will be administered based on the type of package chosen and total

number of solutions sold

**WCC2014**

**A Standard package was**

**purchased for the WCC 2015.**

**5 custom leads, 5 lead capture, and 5 symposiums**

**were sold at early bird pricing rates.**

**No devices were sold on-site**

**Total earnings to the MCI Project are calculated by:**

**1) multiplying the number of units sold by price**

**2) subtracting the device preparation and marketing/sales**

**costs and**

**3) adding the commission on device rental and set up costs**

**ISTH 2015**

**A Full service package**

**was purchased for ISTH 2015 (3 day event).**

**5 custom leads, 21 lead capture and 5 symposium leads**

**were sold at early bird pricing rates.**

**No devices were sold on-site**

**Total earnings to the MCI Project are calculated by:**

**1) multiplying the number of units sold by price**

**2) subtracting the device preparation and marketing/**

**sales costs and**

**3) subtracting the on-site management costs**

**4) adding the commission on device rental and set up costs**

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

|  |  |
| --- | --- |
| Earnings Based on Device Sales | 5 \*950 (custom leads solutions)+ 5\*700 (lead capture solutions) + 5\*550 (symposium pro-scanner)=11,100£ |
| Device Preparation and marketing and sales costs | 5 \*730 (custom leads solutions)+ 5\*450 (lead capture solutions) + 5\*300 (symposium pro-scanner+ 300 device preparation+500 marketing and sales)=**7,400 £** |
| Total earning to the MCI project with a 12% commission on costs | 11,100 (total earnings)-7400(costs)+0.12\*7400 (commission)=**4, 588£** |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

**Ask us about adding lead retrieval to your next event**

**Contact PCO IT Event Services:**

**karen.bhavnani@mci-group.com**