

Master Promotions Ltd. provides two ways for exhibitors to capture lead information on visitors to your booth.

1. We have a FREE MANUAL LEAD RETRIEVAL SYSTEM in place for exhibitors. (see below)
2. Electronic Scanners or APP download may be rented through CONEXSYS. Information for CONEXSYS is located in the Exhibitor Manual.

HOW THE **MANUAL** SYSTEM WORKS

Every visitor will have a show badge.

The Registration ID Number is located in the BOTTOM RIGHT-HAND CORNER of each badge; this is the key to accessing the lead information in our registration database.

A rectangular badge with a white background and a black border. At the top is a box labeled 'SHOW LOGO'. Below it are the fields 'First Name Last Name', 'Company Name', and 'Industry Code'. At the bottom right, the 'ID number' is highlighted in a yellow box. Below the ID number is a black bar and the word 'Year'. A dotted line points from the text on the left to the ID number field. The text 'sample badge' is written diagonally to the right of the badge.

Record the ID Numbers from the visitor badge on a MasterReg Forms (found on next page), transfer numbers to an excel document **or** you can email a typed list of ID Numbers to speacock@mpltd.ca.

Lead information will be sent to the exhibitor within 2 business days.

Does not include phone and fax numbers

For any questions, contact Sydney Peacock at 1-888-454-7469.

Send Completed MasterReg excel file or email your typed list to: speacock@mpltd.ca.

Please Note:

- Any exhibitor requesting **lead information** on any visitors at the show using the MANUAL Lead Retrieval System **MUST** record the **ID Number**. Lead information will only be provided using **VALID** ID NUMBERS that the exhibitor has recorded.
- Please remember that, due to the PRIVACY ACT, Master Promotions Ltd. will **not**, under ANY CIRCUMSTANCES, provide exhibitors with a FULL attendee list from any of our shows.
 - Master Promotions Ltd. reserves the right to refuse lead information on lists that are not gathered legitimately.

