



Application-in-Brief – Tradeshow Data Collection Code Readers used in Reverse Lead Retrieval

American Exposition Technologies (AET) needed a way to prove return on investment for tradeshow exhibitors. They were also seeking proof of concept for a new closed-loop sales initiative. ShowToShelf was AET's answer, utilizing a Reverse Lead Retrieval (RLR) process. RLR literally puts data collection in the hands of tradeshow attendees. The ShowToShelf system called for each attendee to use a Code Reader 2.0 (CR2) to scan bar codes of products in which they were interested. Attendees could scan an 'action code' from a card provided to them at registration to indicate the next step they desired; i.e., send literature, contact me, etc.

The CR2 captured 'batched' data as attendees visited exhibitor booths, while awaiting wireless transmission to a host computer at one of ten Bluetooth™ enabled wireless cafés at the tradeshow. Attendees could review transmitted data at one of these computers (at which point data could be edited) or they would simply allow the reader to wirelessly transmit the 'batched' data without review. The host computer received the data, accepted it into the ShowToShelf software application and then disseminated it according to their predetermined parameters.

Ultimately, closed-loop product sales, connecting first product exposure to tradeshow activities, provided the return on investment requirements for tradeshow exhibitors. AET obtained their proof of concept on a closed-loop sales program.

Solution Components:



Code Reader 2.0 with Battery and Bluetooth Radio; SKU: CR2012G-HX-B2-R0-C0
Host Communications: CodeXML Bluetooth Modem, Serial Interface; SKU: BTHDG-M2-C3

AET ShowToShelf System



CR2 with customized firmware and host computer software application, working in wireless batch mode supports AET ShowToShelf System, a closed-loop sales concept.



A tradeshow attendee uses the CR2 to read the bar code of a product in which she is interested and to request more information.

Application Benefits:

- Closed-loop sales proves ROI to exhibitors.
- Efficient delivery of attendee contact information to exhibitors for post-show follow-up.
- Highly qualified sales leads.

Why Code Readers?

AET indicates CR2 selection was based on:

- Small size; ergonomic design
- Ease of use - limited training needed
- No additional programming needed to interface captured data with software application
- Long battery life
- Wireless data transmission
- Support of ShowToShelf system initiatives

"We chose the CR2 for this application because of its small size, ease of use, long battery life and built-in wireless transmission capabilities."

- Michael Nolan, President - AET

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