

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 that 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 diagram of a sample show badge. It is a rectangular card with a white background and a black border. At the top, there is a box labeled "SHOW LOGO". Below that, the text "First Name Last Name" is printed. Underneath is "Company Name", followed by "Industry Code". At the bottom right, there is a field labeled "ID number" which is highlighted in yellow. To the right of the "ID number" field is a field labeled "Year". A dotted line with an arrow points from the text in the first paragraph to the "ID number" field. The text "sample badge" is written in a stylized, italicized font to the right of the badge.

1. **Record** the ID Numbers from the visitor badges on a MasterReg form (found on next page), please either put the collected numbers typed in an email or in an attached excel file. Send email to: registration@mpltd.ca.

Lead information (all contact information that was provided by visitors) will be sent to the exhibitor within 2 business days. Does not include phone or fax numbers.

Should you have any questions regarding this system, contact Sydney Peacock at 1-888-454-7469 or by email at registration@mpltd.ca.

Send Completed MasterReg excel files, or typed id numbers. To:

FAX: 506-633-4993 or **EMAIL: registration@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.

