

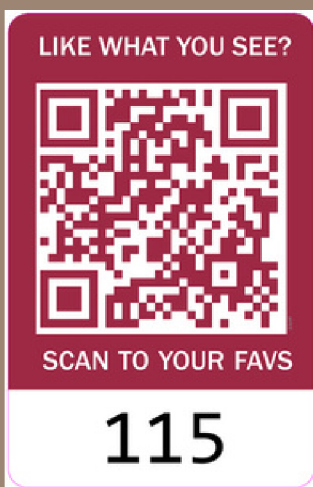
## INTRODUCING THE QR CODE!

A new way to accelerate leads generated onsite at the show!



A floor decal with a unique QR Code will be placed in front of your booth. When attendees scan the QR Code, it will allow them to save the information provided when you enhanced your company's exhibitor listing for the show website. We will encourage attendees to 'Save Their Favs' while walking the show floor! If they scan your code and request additional info, we will pass the lead to you after the show.

**Your QR Code will provide consumers with the following information:**



Yes, this is a working QR code! Scan to see how your info will appear.



**1** Company name or logo with a brief company description; so let them know what you do!

**2** Contact information (contact person, phone number, and email); make it easy for them to get more information.

**3** Show special; the number one thing our consumers are looking for, so make it exciting!!

Encourage your booth visitors to scan the QR code and enter their email to receive contact info and more!