

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.**

SHOW LOGO  
First Name Last Name  
Company Name  
Industry Code  
**ID number**  
Year

*sample badge*

**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: [eaver@mpltd.ca](mailto:eaver@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 Emily Aver at 1-888-454-7469 or by email at [eaver@mpltd.ca](mailto:eaver@mpltd.ca).

Send Completed MasterReg excel files, or typed id numbers to:

**[eaver@mpltd.ca](mailto:eaver@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.

