

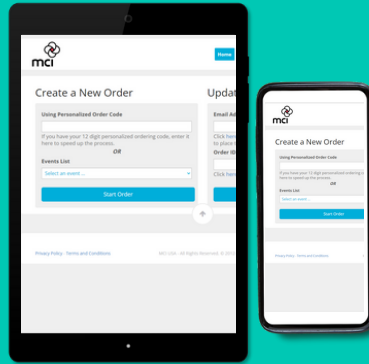


Plus Lead

Plus Lead

The most efficient way to capture sales leads on the exhibit floor while conveniently using your own smartphone or rented device.

Experience the MCI difference.



- Powered by AI-technology
- Gather data from badges
- iOS and Android native app
- Custom Surveys and Qualifiers
- Rate Leads
- Send emails & marketing collateral in real-time
- Real-time reports & lead management
- Prioritize & follow up on leads post-event
- Use our device or your own
- Non-transferrable codes. Fee for additional activations



Rental Equipment & Other Services

- Android Tablet or Phone with connectivity
- Bluetooth Printer that can be paired with either your device or our rentals



Damage Insurance

- Replacement can cost up to \$2,000, insurance covers damage to the rental unit(s) during event
- Bring back rental device and 1 fee covers all devices rented
- Damaged units must be returned for insurance to apply
- Lost devices are not covered.



Encrypted Barcodes

- 3rd party software requires developer kit
- Developer kits use the badge ID number of the attendee and an API that uses attendee information in real-time.
- Kits are confirmed 2-4 weeks prior to the event once badge fields have been confirmed.

For Assistance Contact
leads@mcievents.com



Plus Lead Retrieval

Mid-America Trucking Show

3/21/2024 - 3/23/2024
Louisville, KY

| Lead Cultivation Option | Description | Early Bird Until 1/26 | Advanced Until 2/23 | Regular Starts 2/24 |
|-------------------------|-------------|--------------------------|------------------------|------------------------|
|-------------------------|-------------|--------------------------|------------------------|------------------------|

Mobile App - Install on your personal device

| | | | | |
|-----------------------------------|---|-------|-------|-------|
| Mobile App Single Startup License | Activation for 1 device | \$399 | \$449 | \$499 |
| Additional Mobile App Activations | discount activations after startup license | \$99 | \$149 | \$199 |
| Custom Qualifiers/surveys | Activates qualifier and survey functionality in the app | | \$99 | |

Equipment Rental - Receive a ready-to-scan device onsite

| | | | | |
|---------------------------|--|-------|-------|-------|
| iPhone Rental with App | Device with app activation included | \$699 | \$799 | \$899 |
| Custom Qualifiers/surveys | Activates custom qualifier functionality for all devices | | \$99 | |
| Delivery | Device delivery to your booth (must be present) | | \$199 | |
| Damage Insurance | covers any damage (does not cover loss) | | \$99 | |

Developer's Kit - for use with 3rd party applications (requires IT programming)

| | | | | |
|---------------|--|-------|--------|--------|
| Developer Kit | API credentials for use with 3rd party lead scanning | \$999 | \$1099 | \$1199 |
|---------------|--|-------|--------|--------|

REFERENCE ONLY, ORDERS MUST BE COMPLETED ONLINE:

<https://pluslead.mcievents.com/>

PLEASE NOTE: All rates are quoted in USD

Data Protection Clause for Exhibitors and Sponsors

1. In accordance with European data protection regulation, in particular, Regulation (EU) No. 2016/679 on the protection of natural persons with regard to the processing of personal data, MCI Group, as data controller, processes the exhibitor/sponsor's personal data for the purposes of (i) managing and organizing the event, in particular, the management of exhibitor/sponsor's stand (ii) managing and organizing prospecting and loyalty (iii) enabling the exhibitor/sponsor to benefit from our services (iv) enabling the exhibitor/sponsor to receive our news. These data processing have as a legal basis the execution of the contract: the information we collect is necessary for the implementation of the contract to which the exhibitor/sponsor has adhered, failing which the contract cannot be executed. Exhibitor/sponsor's data are retained for the time necessary for processing purposes, namely 5 years from the end of the business relationship. For processing purposes, the data of the exhibitor/sponsor's data - or transmitted by him - will be transmitted to the following recipients: management service providers of our Customer Relationship Manager, service providers in charge of management, event service providers (reception service providers, security, printing, etc.). The data necessary for MCI Group to fulfill the purposes described above are those appearing on this order form. In accordance with the regulations in force, the exhibitor/sponsor benefits from a right of access, rectification, limitation, deletion, and portability of his data. The exhibitor/sponsor may also object to the processing of his personal data concerning him and lodge a complaint with the data protection and control authority. The exhibitor/sponsor may exercise his rights by sending a request to the following address: melanie.maschino@mci-group.com

2. In any event, the exhibitor/sponsor acknowledges compliance with European data protection regulations for its own processing, including Regulation (EU) No. 2016/679 on the protection of personal data, foremost among which the integrity and confidentiality of data communicated by participants and compliance with their data-retention periods. In case of communication to MCI by the exhibitor/sponsor of a personal data file, the exhibitor/sponsor acknowledges having informed and obtained the consent of the person(s) concerned by this communication. Full agreement terms can be found here: https://s3.amazonaws.com/media.mcisemi.com/libs/DPA_Lead_Retrieval_US.pdf

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