

Before the show

Decide if you want to record follow-up actions for each lead, and, if so, what these actions are to be. Then write them against the barcodes overleaf.

For example, you might assign meanings to the first few numbers as follows:

- 01: Send literature and prices
- 02: Salesman to visit
- 03: Salesman to telephone

Collecting your Zapper before the show

Please come to the registration desks on the build-up day, preferably between 3.30pm and 5.30pm. It is your responsibility to collect your Zapper - we cannot deliver it to your stand.

Every morning

Come to the registration desk to collect your Zapper(s), between 30 and 15 minutes before the show opens.

Reading barcodes

- *Techniques for scanning bar codes*

Simply aim the scanner at the barcode and press the button. A successful read is signalled with a green light and a two-tone beep

- *If things go wrong*

Anything other than the beep (including nothing at all) indicates an error condition. Assume that the barcode has not been read, and bring the Zapper back to us at registration

- *Safety*

This is a laser reader. Do not stare into the beam.

Recording visitor information

- **First**, read the visitor's badge. There is no need to remove the badge from its holder.
- **Next**, read the codes for the follow-up actions that apply to this visitor from your menu card - up to fifteen codes altogether.

Security

The Zapper is very reliable. If you operate it properly it will record information accurately and hold it securely.

However, the prospect information that you record may be priceless to you - more valuable than we can assess and so insure. For that reason, our liability in the event of data loss is limited to the rental cost of the Zapper.

To guard against failure or theft of the Zapper you should safeguard yourself by continuing to take a business card from each prospect.

Do not leave the Zapper on your stand where it may be mistaken for a give-away.

Every evening








































Please bring the Zapper to the registration area within 20 minutes of close-down. We will unload it and hold it securely overnight, ready for you to collect the following morning.

After the show

Please bring your Zappers to us in the registration area within 20 minutes of the show closing. We will e-mail your data within 5 working days of the end of the show.

KEEP THIS SHEET – you will need it to interpret your data. We return the numbers overleaf, not what you write against them.

Scan the badge first, then the code below:

For this actionswipe this code	For this actionswipe this code
01		02	
03		04	
05		06	
07		08	
09		10	
11		12	
13		14	
15		16	
17		18	
19		20	
21		22	
23		24	
25		26	
27		28	
29		30	
31		32	
33		34	
35		36	
37		38	
39		40	