

2011

The SAAC Show

August 24-25, 2011
Long Beach Convention Center

NEW!!
Business Development
Solution from
Living Tradeshow
available at SAAC 2011

Living™ TRADESHOW

***What is Living Tradeshow?** A revolutionary business development - Lead Retrieval - solution used by exhibitors at leading tradeshows to lower overall exhibit costs, increase number of leads and improve their return on investment (ROI).*

Benefit from the following with Living Tradeshow:

- Collect more show leads with less effort than ever before
- Save money by eliminating costly collateral & marketing materials
- Automatic Lead Notification - leads self-qualify
- Retain your selling presence all year
- FREE unlimited updates of collateral & marketing materials
- More qualified leads = increased ROI
- Reduced overall exhibiting costs - drayage, materials, labor & waste



What does the Living Tradeshow consist of?

- Every attendee receives a **FREE Crick-IT®** device at registration that allows for an instant, one-button mutual exchange of contact and marketing information.
- The Living Tradeshow Lead Capture Kit is placed in your booth. The Kit allows for real-time, wireless, lead capture with full note taking capabilities.
- All leads and notes are accessible from any internet enabled computer, at any time.
- A web-based Living Tradeshow account delivers notification of **qualified lead activity** to your desktop for months following a show.

How does Living Tradeshow work?

Simply rent a Living Tradeshow Lead Capture Kit and place it in your booth. Before the show upload video, literature, and show specials to your Living Tradeshow account. When attendees **Crick** on your booth they will receive all of your uploaded show information, in their own web-based Living Tradeshow account. Every time an attendee views your material, you will be notified. A subscription to Lead-IT® will give you **who** is looking, **what** they are looking at and **when** they accessed the information for all qualified lead activity! Experience the power of Living Tradeshow to produce more sales and a better tradeshow ROI at your next show.

Every attendee will be '**Cricking**' their contact information to exhibitors, make sure your booth is equipped to maximize your show opportunity at **The SAAC Show 2011!**

To place an order or for additional information call
Sales Support at 763-898-3397