

# CALL TO ACTION

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Stand Number: .....



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**CALL TO ACTION MENU CARD INSTRUCTIONS:**

Please write down your preferred qualifier options under each barcode on your menu card, for example "send a brochure", "arrange a meeting" etc.

When a visitor enters your stand, first you scan the visitor's badge. Then, use your menu card and scan the relevant menu card barcodes for your prospect. You can scan one or more barcodes on the menu card in order to record product interest/s and post event actions.

Please keep your menu card safe as you will need to use it in order to convert and understand qualifiers assigned for each visitor badge you scan.

**Data download:**

Please return your scanner at the end of each day/show in order to receive your report. The report will be supplied as an excel file we can email it to you or if you have a portable media storage device such as usb flash drive. The report lists personal contact details and relevant menu card barcode codes (only if call to action menu card had been used). Please note that we cannot guarantee that visitors will supply full personal contact information.

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