



Show Floor

Helping Exhibitors Maximize ROI at Trade Shows

Exhibitors invest thousands of dollars at trade shows with the goal of collecting new leads. Every exhibitor strives to maximize their return on investment and CutterCroix has been helping customers do just this for over 10 years with our software solutions.

Show Floor empowers exhibitors to move far beyond simply scanning leads. The application is intuitive and works at all your shows. Custom email templates ensure consistent messaging and automated timely follow-up. Features designed to research, edit and prioritize leads ensure your CRM system remains filtered and updated. Show Floor's self-serve kiosks attract international leads by creating multilingual presentations and email responses to serve visitors regardless of the language they speak along with passive booth visitors leads who prefer not interacting with sales personnel.



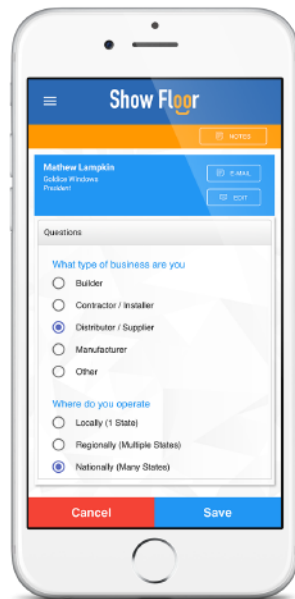
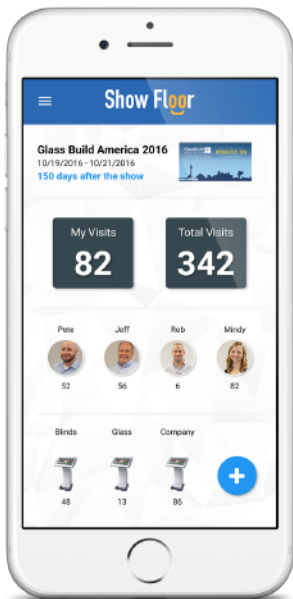
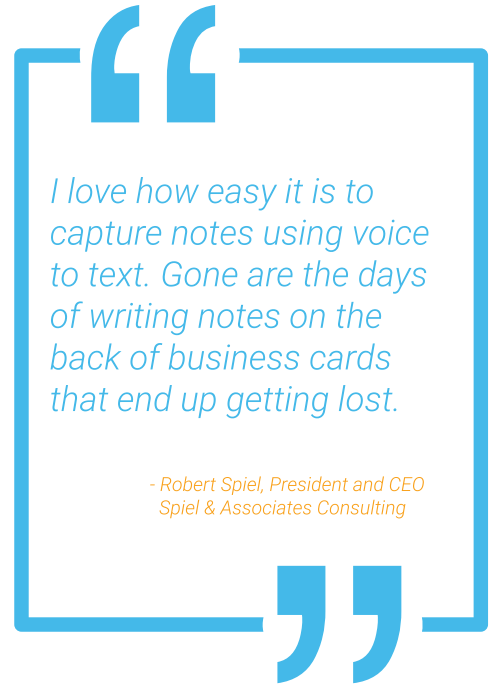
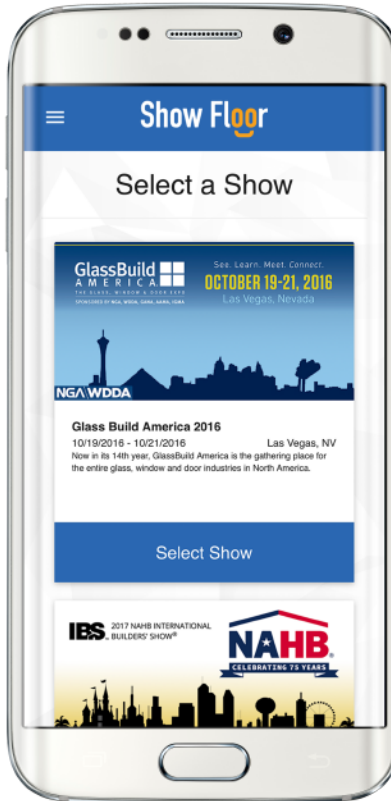
Show Floor gives me three benefits I've never had in a lead capture system before: being able to dictate my notes after an attendee interaction instead of trying to type them in on a miniature keyboard, a kiosk for my visitors to DIY when my staff's all busy, and a way to address my international attendees with support for multilingual presentations and emails.

*- Candy Adams, CTSM, CEM, CMP, CMM
"The Booth Mom®"*

One Solution for All Your Shows

Show Floor was designed to be your single solution at all shows.

- ▶ Available for Apple and Android based smart phones and tablets.
- ▶ Reads QR coded badges from top show badge providers using the camera on your phone or tablet.
- ▶ Minimizes time spent training booth staff on show-specific lead collection solutions.
- ▶ Provides consistency for your show staff.



Easy and Powerful Lead Collection

Show Floor provides your booth staff with the tools they need to turbocharge lead collection efforts.

- ▶ Efficiently captures leads and qualifies them using your questions.
- ▶ Makes it simple to collect detailed notes using voice to text.
- ▶ Instills friendly competition by displaying a leader board with leads collected by each person working your booth.

Advanced Management

Show Floor goes beyond traditional lead collection and offers advanced features to help manage your trade show program.

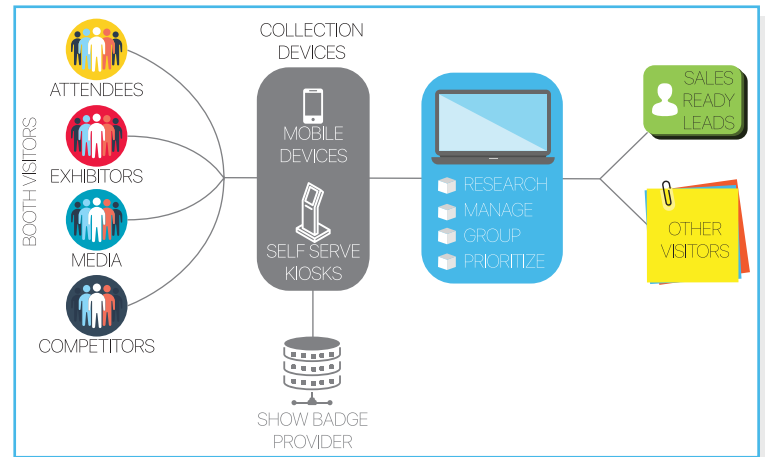
- ▶ Keeps your CRM system clean by helping to research, merge duplicates, edit and prioritize leads prior to export.
- ▶ Automatically emails visitors using personalized templates.
- ▶ Assists in making mid-show adjustments by providing live show metrics.
- ▶ Produces reports to demonstrate ROI and examine activity by salesperson, kiosk and products of interest.



Show Floor has taken our trade shows initiative from lead capture to lead management and has provided us with tools to identify and qualify sales ready leads maximizing our ROI.

- Jake Lebrie, President
Accurence

Solution Highlights



Self-Service Kiosk

Reach more leads and use technology to overcome common challenges faced by exhibitors at trade shows.

- ▶ Turns your kiosk presentation into digital signage to attract visitors.
- ▶ Provides an electronic alternative to distributing printed material.
- ▶ Serves as a sales aid by providing product information in an easy swipe format.
- ▶ Allows you to create multilingual presentations and email responses to serve visitors regardless of the language they speak.
- ▶ Captures leads from passive booth visitors who do not interact with sales personnel.
- ▶ Acts as an overflow option to capture potential leads during peak times or when your staff is otherwise engaged.

Editions

Show Floor is available in three editions to meet your needs. The Professional Edition can be used at a single show for a one-time fixed fee. Users can choose to upgrade to the Corporate or Enterprise Editions to manage their entire trade show program from one account. Both Corporate and Enterprise Editions are offered as an annual subscription fee, billed monthly.

Professional	Corporate	Enterprise
Single Show Usage	Manage All Your Trade Shows From One Account	All Inclusive
One Time Charge	Annual Subscription Billed Monthly	Annual Subscription Billed Monthly
Single Show	12 Shows Included	Unlimited Shows
10 Users Included	15 Users Included	Unlimited Users
Self-Serve Kiosk Available	1 Self-Serve Kiosk Included	Unlimited Kiosks



Show Floor



Frequently Asked Questions

Will Show Floor work with my existing equipment?

Yes! The Show Floor app is available for Apple iOS and Android smart phones and tablets.

Is Show Floor easy to setup?

Yes! Sign up, and log into the portal from a web browser to configure and manage Show Floor.

Will Show Floor read badges at my show?

Yes! Show Floor integrates with the two most common official show badge providers, covering a majority of shows. If you come across a show that uses a different provider, we will be happy to interface with them at no extra charge to you!

*Depending on the show, they may charge a fee to access the show's badge data. This is usually referred to in your exhibitor kit as "API Access" or the "Developer Kit." The process is painless and we are always available to help you.

Will Show Floor integrate with my CRM system?

Yes! Show Floor makes it easy to collect and then manage your leads through the intuitive web interface. When you're ready, simply export your data in an Excel or CSV format and integrate it with your existing CRM system.