

SHOWLEAD

Leave the JDIQ with more than a stack of business cards

You booked your booth, briefed your team and planned your presence at the Palais des congrès. Over two days, your reps will talk to hundreds of people.

What is left of those conversations on Monday morning?

The problem

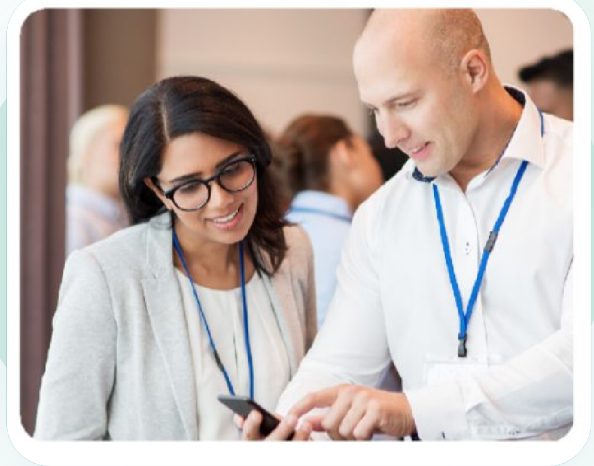
Most exhibitors leave with a pile of business cards and scribbled notes. Three weeks later, nobody remembers who wanted a demo and who was just being polite.

Our solution

Your reps scan the visitor badge, the contact details are captured correctly the first time, and in two taps they add what actually matters: the product of interest, the level of interest, the next step.

What you get out of it

- ✓ Your reps capture complete, accurate contact details in one scan
- ✓ They qualify every visitor on the spot, while the conversation is still fresh
- ✓ Your team starts following up the first evening, without waiting for the show to end
- ✓ Your data arrives ready to use, with a breakdown of what each rep collected



Three ways to capture your leads

Choose the app on your reps' phones, a pre-loaded device from us, or the handheld scanner, in any combination, depending on the size of your booth.



Showlead Mobile

Showlead Touch



PRE-EVENT RATES

Showlead Mobile

\$325 plus taxes

App for iOS and Android, phones and tablets

- Scan badge QR codes with your phone's rear camera
- 10 standard sales qualifiers included, plus notes, emails and follow-ups
- Create your own custom qualifiers
- Usable anywhere, an Internet connection is required to sync the data

iOS 13 or later required for iPhone and iPad.

Showlead Mobile + Android device

\$500 plus taxes

We supply the phone, pre-loaded, so your reps' own phones stay out of it

- Cellular device pre-loaded with the Showlead Mobile app, nothing to install
- 10 standard sales qualifiers, with notes
- Leads available in real time when online
- Offline it still captures badge ID and name, then syncs to the secure portal

Lead data syncs to the secure web portal for download.

Showlead Touch

\$500 plus taxes

Compact, portable barcode scanner

- Simple badge scanning to capture contact details and demographic profiles
- Colour LCD touchscreen to check the scanned data
- Add notes to your lead data
- 10 standard sales qualifiers, with the option to create custom ones
- Data downloadable after the event

This device requires no power supply.

Add-ons and upgrades

All add-on prices are before taxes.

OPTION	Pre-event	On site
Custom sales qualifiers	\$80	\$100
Lead report on USB key	\$80	\$100

How to order

All orders go through the Showcare platform. The JDIQ 2027 platform opens at the end of October 2026. The link will be sent to you as soon as it goes live.

You are already investing in your booth, your team and your travel. Showlead helps you get the most out of that investment.

Talk to an expert: leads@showcare.com



NEW FOR 2027

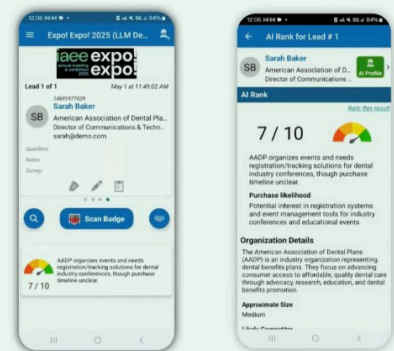
Two new options, for what happens after the scan

Capturing the lead is the easy part. These two options decide how fast that lead turns into a conversation.

AI Assistant

Your rep finishes a conversation and already knows where that person ranks. The AI Assistant reads the attendee profile against your own sales qualifiers and scores the lead at the moment of capture, so the priority list is built before anyone leaves the floor.

- ✓ A ranked score and a short rationale on every lead, on the spot
- ✓ The Lead Dashboard carries it past the show: enrich records, add notes, track status
- ✓ Follow-up messages go out from the platform, no export required

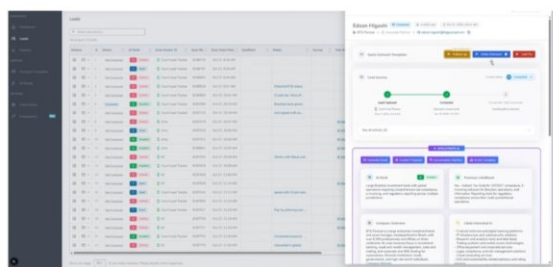


Developer's Kit

For exhibitors who already run their own sales stack. Badge data reaches Showcare's API the second a badge is scanned, and lands in your CRM, your marketing automation or your own tool, in the format you asked for.

- ✓ Real-time access to badge data through the API
- ✓ No parallel system to maintain, no manual reconciliation afterwards
- ✓ The lead enters the exhibitor's pipeline instantly

Built for exhibitors with in-house development resources. A developer familiar with APIs is required for implementation.



Interested in either option for JDIQ 2027? Tell us and we will scope it with you. Pricing and availability on request.