

# Digitizing the Exhibition Floor: A Strategy for Frictionless Lead Capture

A proposal to deploy the AI-Powered Smart Lead Capture Ecosystem for [Exhibition Name].

Calport Technologies  
Prepared for The Organizing Committee  
January 21, 2026



# Event Success is Measured by a Single Metric: Exhibitor ROI

The equation is simple: If exhibitors generate quality leads and close business, they rebook for next year. However, traditional environments work against this goal.



# The 'Data Disconnect' Stifling Business Opportunities

## DM Sans

Traditional methods fail to capture and utilize critical data effectively.



### The Hardware Hurdle

Renting legacy scanners is costly, requires deposits, and creates logistical nightmares.



### The Paper Problem

Physical cards are prone to loss and require hours of manual data entry post-event.



### The Follow-Up Gap

Average follow-up time is 4-5 days. By then, the lead has gone cold.

# Introducing the Zero-Hardware Lead Capture Solution

A web-based application that lives entirely on the exhibitor's own smartphone. No external devices. No friction.

## Generator Model



**Onboard:** Branded event landing page.



**Customize:** Exhibitor enters details & 'Thank You' message.

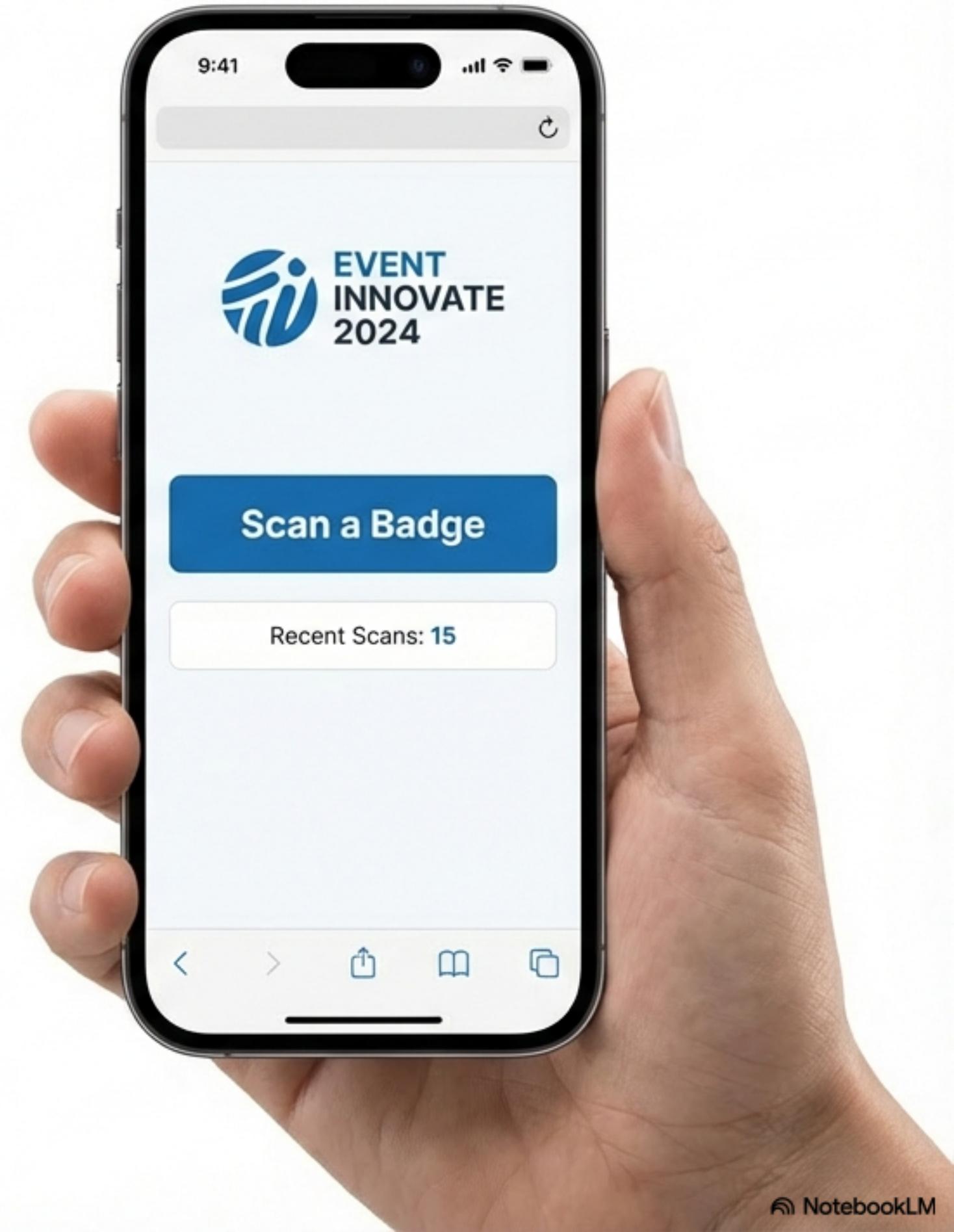


**Deploy:** Instant private Web App link generation.



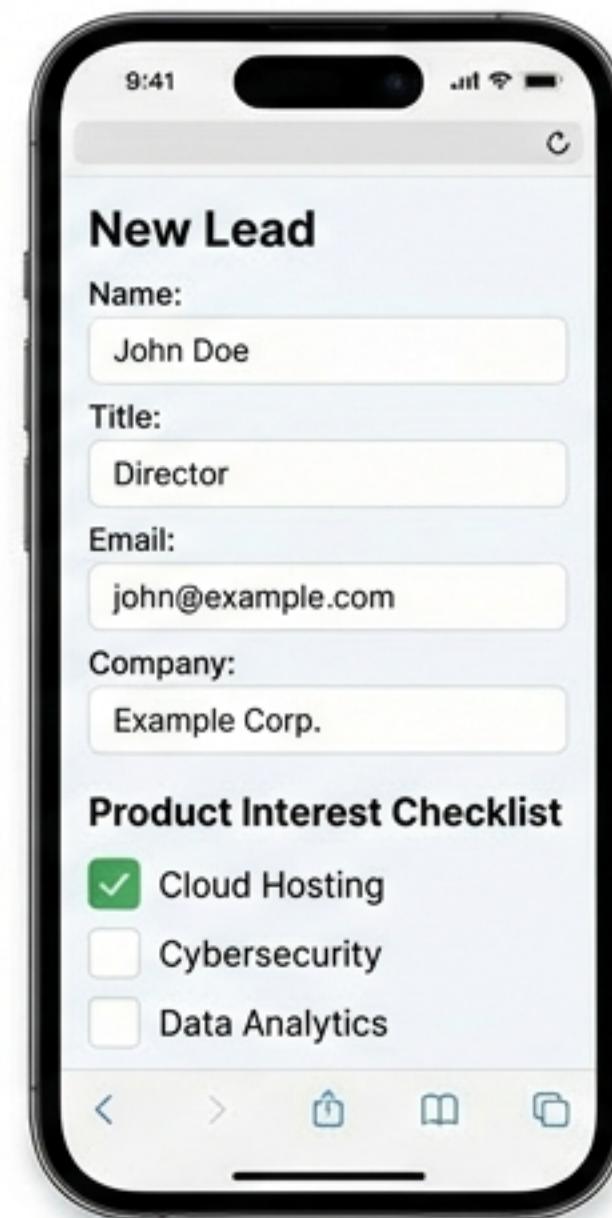
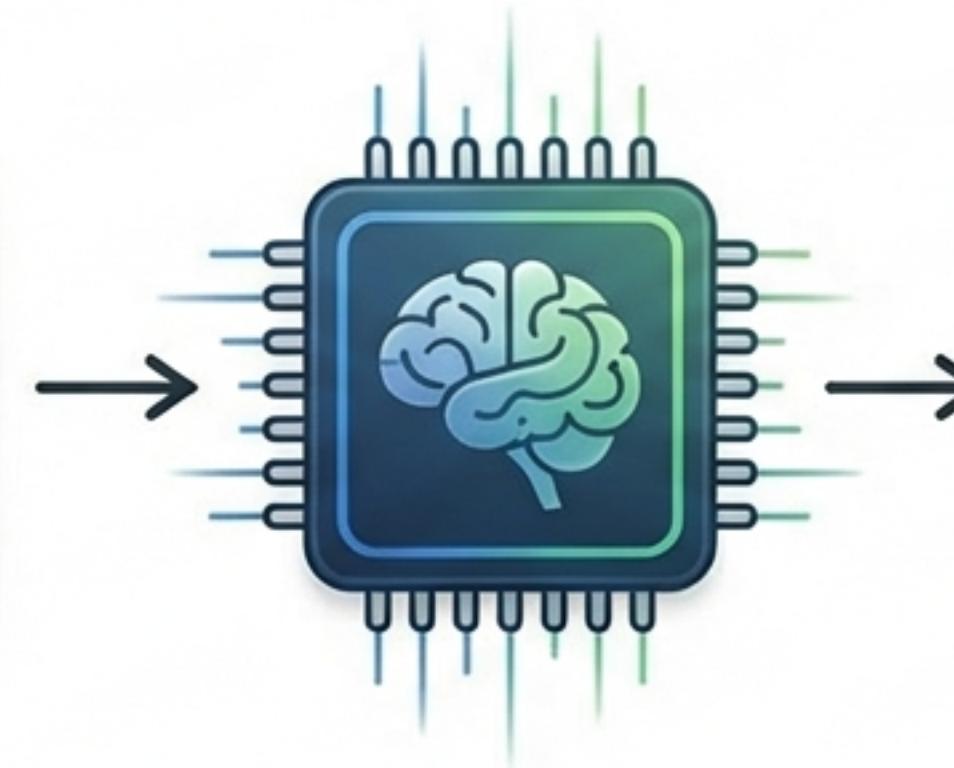
**Action:** Scan immediately.

**No App Store Downloads Required.**



# Powered by Google Gemini AI for 99% Accuracy

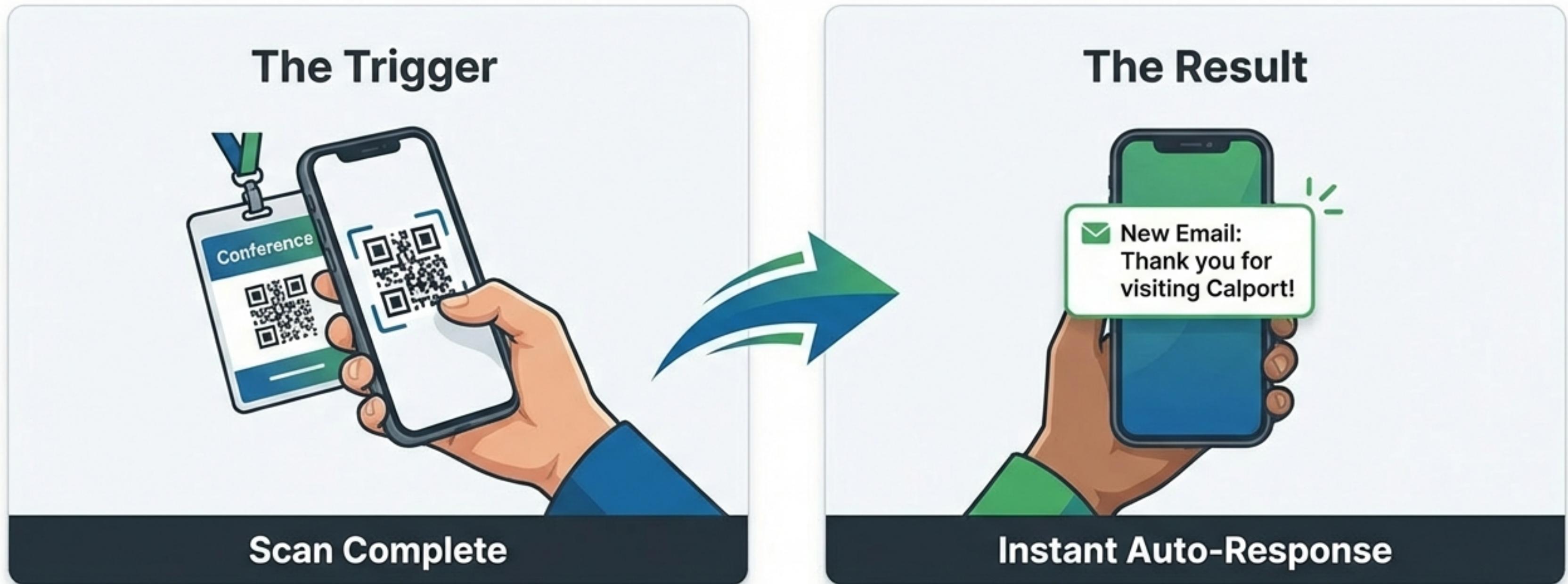
Utilizing advanced OCR to extract intelligence, not just images.



**Captures:**

- Name
- Phone
- Email
- Company Name
- Job Title

# Closing the Loop: From 5 Days to 5 Seconds



Exhibitors strike while the iron is hot, sending a personalized follow-up before the attendee even leaves the booth.

# Operational Efficiency: Zero Logistics for the Organizing Committee



**Modern Brand Image:**  
Position the event as  
tech-forward,  
paperless, and  
sustainable.



**Zero Hardware Management:** No  
devices to charge,  
distribute, track,  
collect, or repair.



**Automated Deployment:** Digital  
onboarding and  
instant link generation.

# Delivering Tangible Value to Your Exhibitors



## Direct Cost Savings:

Eliminates ₹3,000–₹5,000 legacy hardware rental costs.



## Speed:

Scan, Verify, and Submit in under 30 seconds.



## Data Security:

No lost paper cards.  
100% Digital.



## Monday Morning Relief:

Zero Data Entry.  
Downloadable CSV ready instantly.

# Transformation at a Glance

## The Old Way

- Renting Expensive Hardware
- Collecting Paper Cards
- 4-5 Day Follow-up Lag
- Manual Data Entry



## The AI Ecosystem

- ✓ Bring Your Own Device (BYOD)
- ✓ Digital Capture & Cloud Storage
- ✓ Instant Auto-Response Email
- ✓ One-Click CSV Export

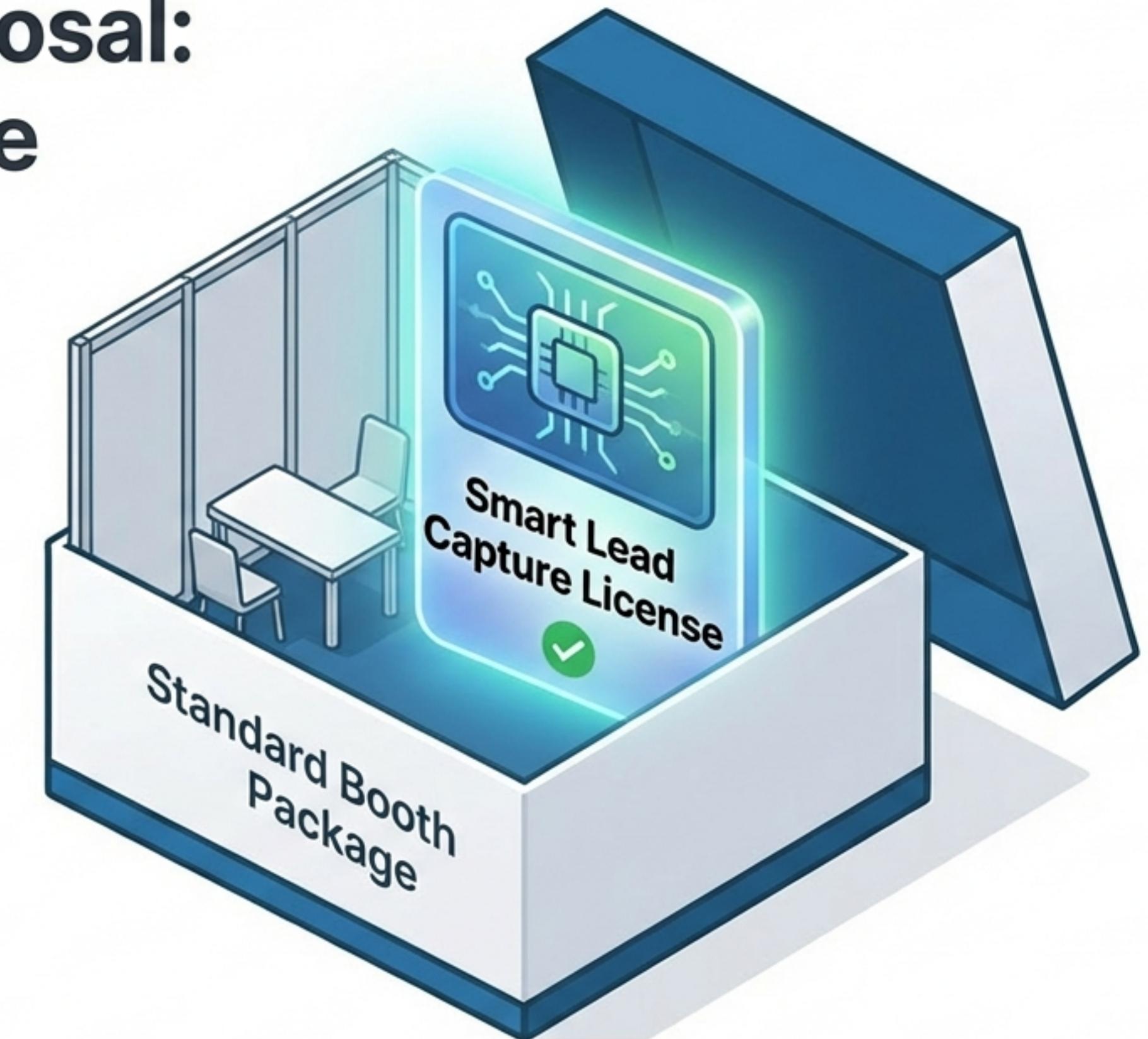
# The Commercial Proposal: A Value-Added Bundle

We propose a bulk licensing model. Instead of individual sales, we offer a flat-rate license to the Organizer.

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**Offer this as a “Free Premium Inclusion” to increase booth value and ensure 100% adoption.**

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# Volume Tier Pricing Structure

## Starter Tier

Up to 50 Exhibitors

**₹400** / Exhibitor

Total: **₹20,000**

## Standard Tier

Best Value

Up to 200 Exhibitors

**₹300** / Exhibitor

Total: **₹60,000**

## Enterprise Tier

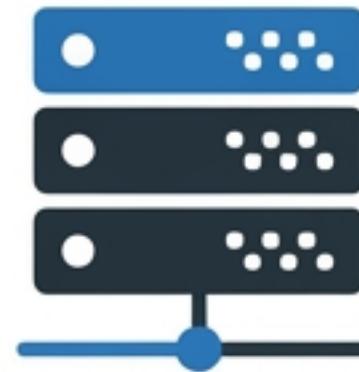
500+ Exhibitors

**₹200** / Exhibitor

Total: **Custom Quote**

**All Tiers Include:** Unlimited Scans, Unlimited Leads, and Full Event Support.

# Technical Assurance & Support



## Hosting Included

Full server hosting and maintenance for event duration.



## Data Safety

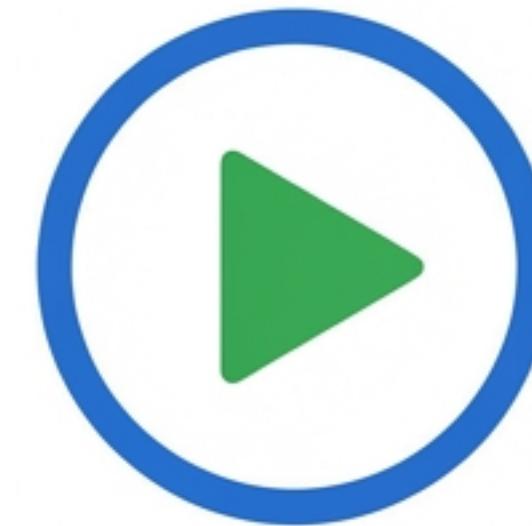
Secure Cloud Backup.  
No lead is ever lost.



## Support Standby

Technical team available to assist with onboarding.

# The 5-Minute Test: Experience the Speed



**Scan for Demo**

We are ready to set up a Live Demo for the committee immediately. We can generate a test app for your team in **under 5 minutes** to experience the Google Gemini AI engine firsthand.

Let's digitize your exhibition together.

Calport Technologies

# Contact Us

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