

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
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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.



Quality Leads

+



Closed Business

=



**High Retention
& Rebooking**

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.

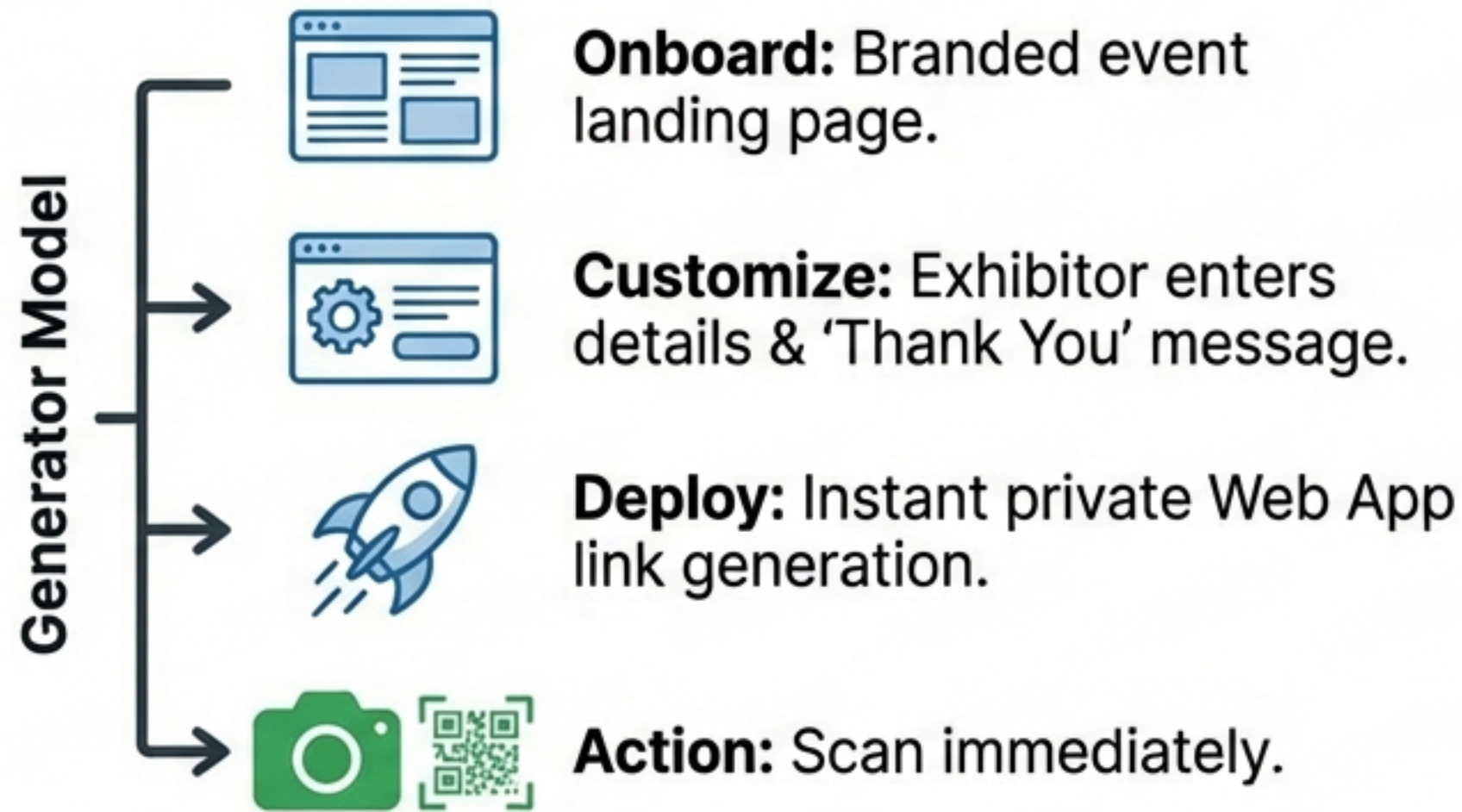


The Follow-Up Gap

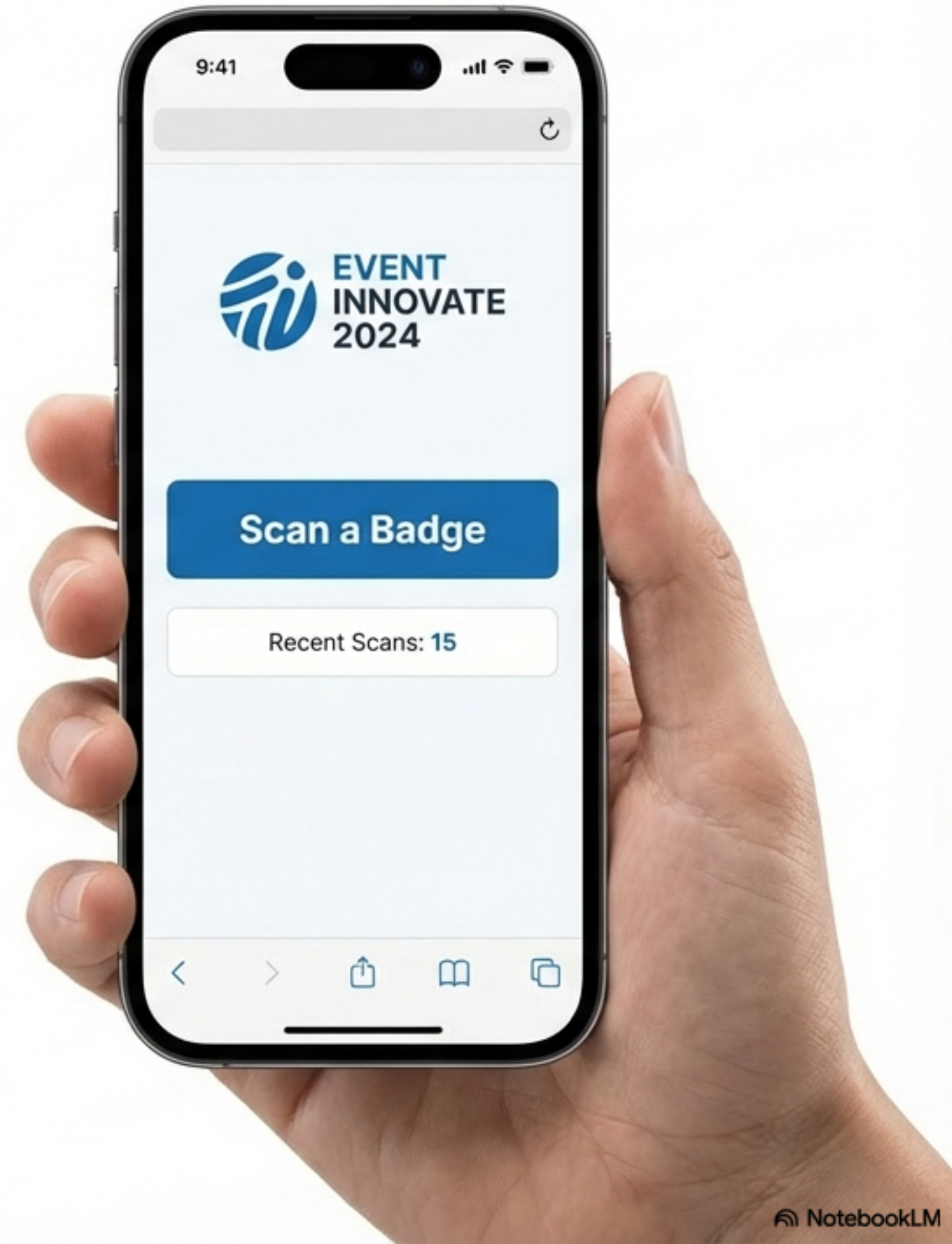
Average follow-up time is 4-5 days. By then, the lead has gone cold.

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.



No App Store Downloads Required.

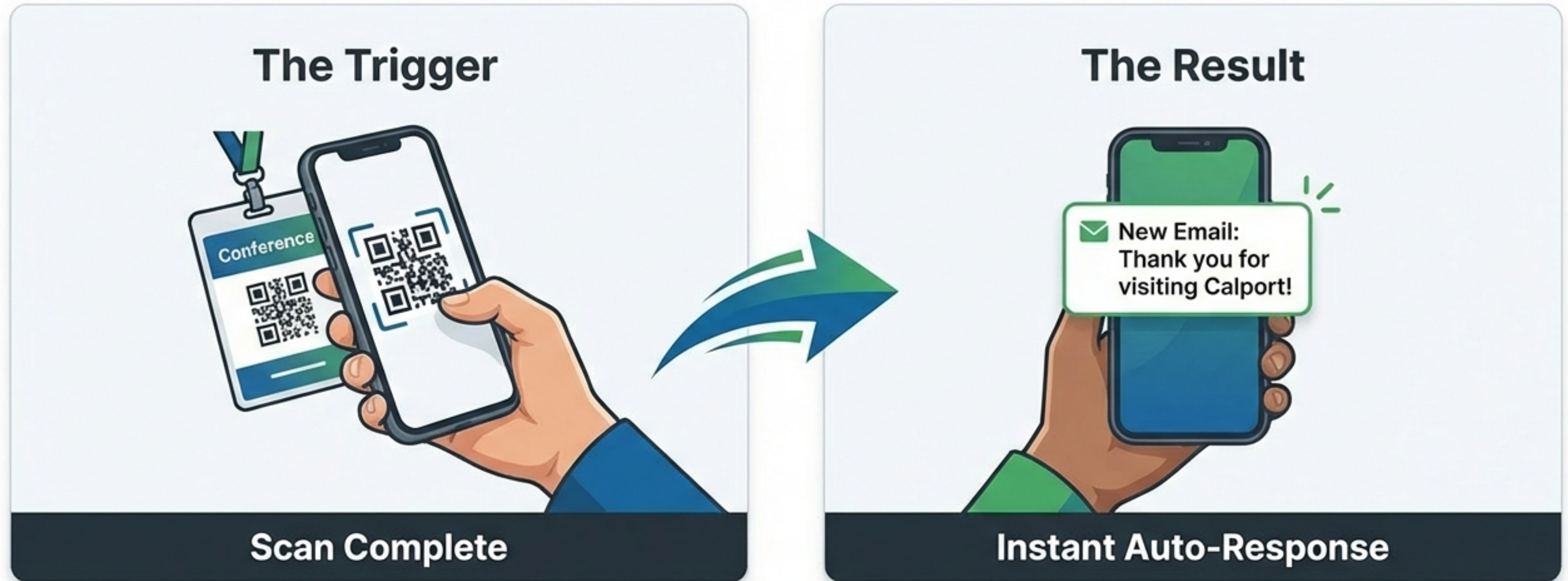


Powered by Google Gemini AI for 99% Accuracy

Utilizing advanced OCR to extract intelligence, not just images.



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.



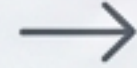
Monday Morning Relief:

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



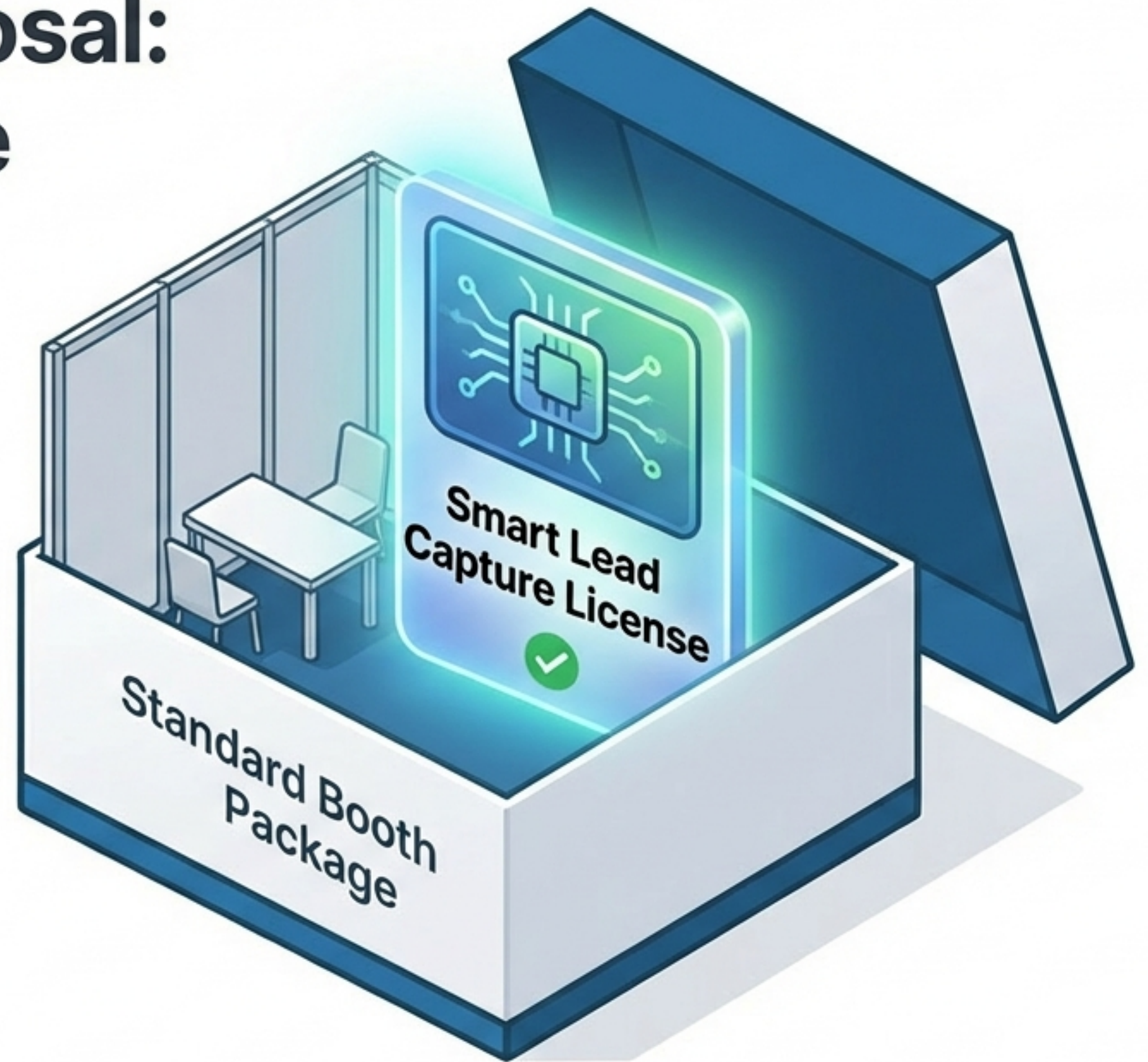
The AI Ecosystem

- ✓ 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.

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

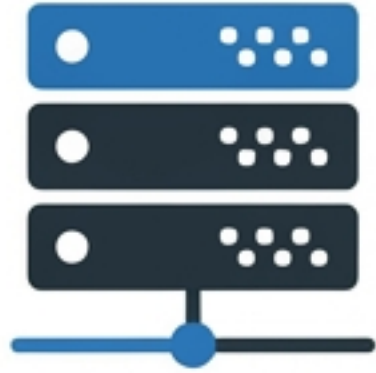


Volume Tier Pricing Structure

Starter Tier	Standard Tier	Enterprise Tier
Up to 50 Exhibitors	Up to 200 Exhibitors	500+ Exhibitors
₹400 / Exhibitor	₹300 / Exhibitor	₹200 / Exhibitor
Total: ₹20,000	Total: ₹60,000	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

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