



cmLead

cmLead is COVR's state-of-the-art exhibition lead retrieval solution. Handheld scanners with touch screen allow exhibitors to immediately identify booth visitors, keep track of visitor interests, make profile updates and even record follow-up activities.

User-friendly touch interface

The lead management app provides booth personnel with profile data of exhibition visitors when they scan their badge. A business card view provides quick overview and allows completing of any missing data. A fully customisable interface lets companies define products or services to be tracked and followed up post-event.



Rented or exhibitor-owned devices

Exhibitors can rent pre-configured scanners from COVR or they can use company-owned lead retrieval systems which can access participant data via our API. Clear instructions to connect 3rd party systems are provided upon exhibitor sign-up.

Web based control panel

Setting up company-specific products and services to be tracked, is simple and intuitive, through a web based interface. COVR provides a clear manual and even has an onsite help desk in case any exhibitor needs help on the spot. The control panel also gives exhibitors access to their scanned data whenever they want to retrieve it; during the event, immediately after or even months later.