

HIMSS[®] 26

March 9-12 | Las Vegas



LEAD INSIGHTS

Richer Leads.
Actionable Insight.



Turn Your Leads Into Customers

Target the right leads.

With the right message.

At the right time.

Lead Insights is a value enhancement tool that enables exhibitors to unlock the full potential of HIMSS26 Global Conference as a single place to measure, monitor, and activate leads across marketing channels.

- Understand who your leads are and how they have engaged with content
- Prioritize and target leads with tailored follow-up messaging
- Take action faster and more effectively
- Capture passive leads through the event app activity



How it Works



Lead Collection and Processing

- Access event leads in one unified dashboard
- No requirement to manually upload or process data from multiple sources



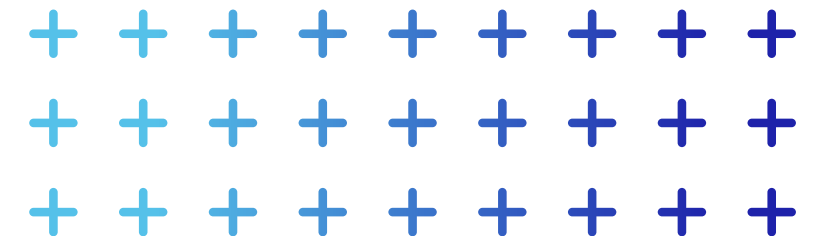
Lead Scoring & Enrichment

- Leads ranked by frequency, recency and intent. Easy and fast prioritization leads are most likely to convert
- Leads enriched and segmented based on ideal customer profile and behavior; ready for prospecting



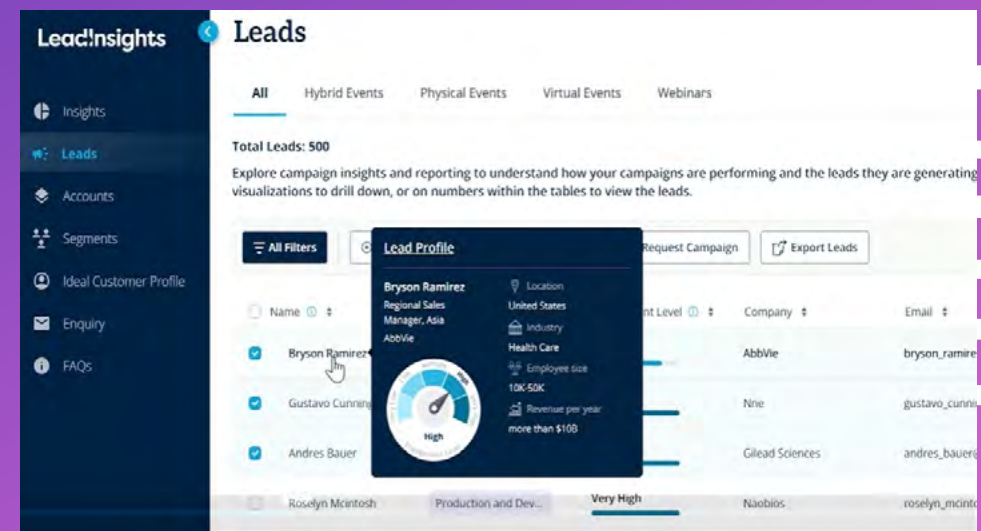
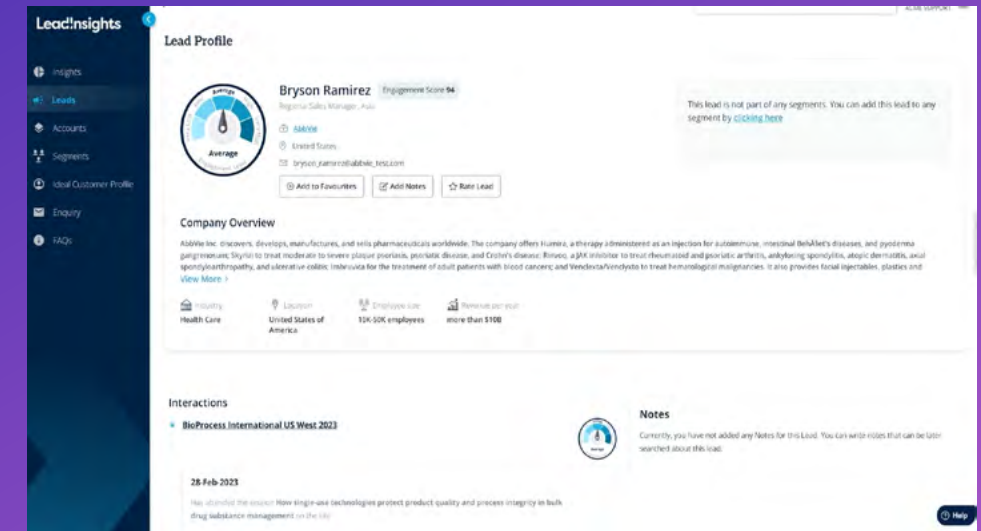
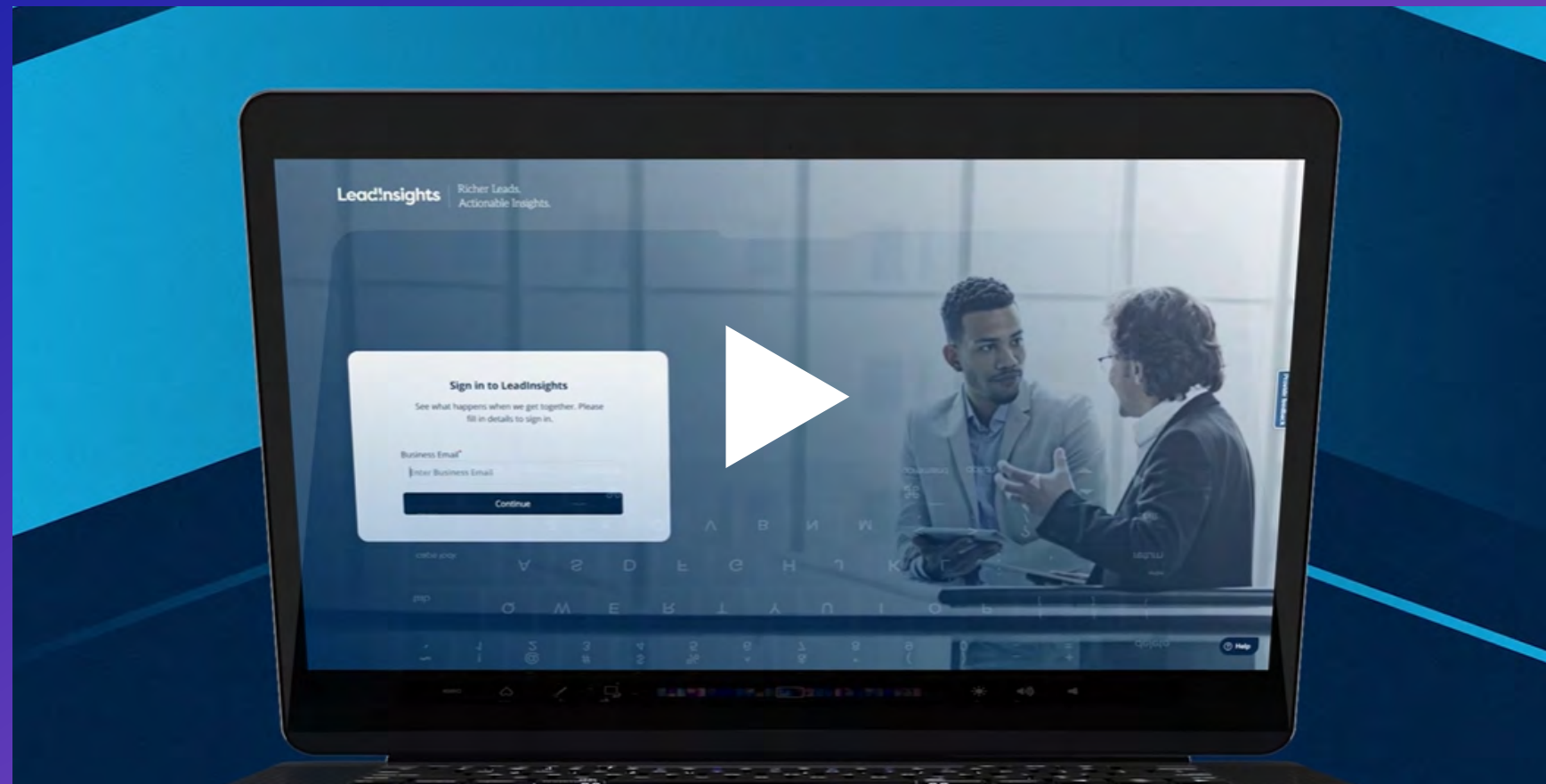
Campaign Activation

- Qualified leads are passed to sales teams and enter campaigns for nurturing and follow up
- Insights dashboard visualizes campaign performance and measures ROI



Platform Demo

Watch this video for more information about the platform and an overview of the key features.



Launch Pricing

Investment
(per event):
\$750

		Booth Scans Only
Lead Scanning Functionality	<ul style="list-style-type: none"> • Capture booth leads through CSI Badge Scanning* • Along with the lead info, after the event, you will also be able to see who on the team captured the lead and when it was captured • Contact list can be exported at any time and sorted by virtual leads (identified as 'connection request') or site badge scans post show (identified as 'badge scan') 	●
Collection and Processing	<ul style="list-style-type: none"> • Access booth scan leads in one unified dashboard • No requirement to manually upload or process data from various sources 	●
Lead Scoring and Enrichment	<ul style="list-style-type: none"> • Leads ranked by frequency, recency and intent. Easy and fast prioritization leads are most likely to convert. • Leads enriched and segmented based on ideal customer profile and behavior; ready for prospecting 	●
Campaign Activation	<ul style="list-style-type: none"> • Qualified leads are passed to sales teams and enter campaigns for nurturing and follow up • Insights dashboard visualizes campaign performance and measures ROI 	●
Additional Engagement Data and Lead Sources	<ul style="list-style-type: none"> • Capture additional leads from your company's beyond-the-booth activities, such as: <ul style="list-style-type: none"> ○ Speaking sessions ○ Networking events 	—