

# What is the FREE Reverse Marking Service?

- \* Every time you use a lead retrieval device (available for purchase at an additional cost) to scan attendee's badge at the expo, a link is created between you and the attendee.
- \* After the show Every attendee will receive and email linked to their own unique webpage listing all exhibitors that they visited by service category.
- \* Jump-start your post-show marketing by giving your company "top-of-mind awareness" when you contact them after the event.

## Example of what attendees will see:

The screenshot shows a Mozilla Firefox browser window displaying the website for the New England Condo Expo. The browser's address bar shows the URL: <http://ne-expo.com/VisitedCompanies.aspx?email=demo@yrinc.com>. The website header includes the title "New England Condo Expo" with the tagline "Where buildings meet services" and a navigation menu with links for "home", "who's exhibiting", "floor plan", "events", "location", "for exhibitors", and "contact us". A "Register to Attend" button is visible. The main content area is titled "Visited Companies" and lists companies visited at the expo, categorized by service type. The "Attorneys" category includes "Downing & Flynn" with contact information: ph. 617-720-3535 and a "more info..." link. The "Telecommunications" category includes "Verizon Enhanced Communities" (ph. 212-240-5065) and "Comcast Cable" (ph. 978-848-5632), both with "more info..." links. A "Corporate Sponsors" sidebar lists logos for "Law Offices of Downing & Flynn", "GSL Goodman, Shapiro & Lombardi, LLC", "verizon", "Comcast", "DAL CPA", "SKANSKA", and "NATIONAL CONDO". The footer contains the website's address: "New England Condominium 102 Madison Ave. New York, NY 10016 Phone: 212-693-5700".