



Most common asked questions!

Question: Does every show have different badges?

Answer: In the trade show industry there are 2 common badge formats. They are, barcode badges where you hold up an infrared beam to scan the badge, and magstripe cards that look like a credit card with a magnetic stripe on the back. The Lead Wizard comes with both types of scanners.

Question: How does the Lead Wizard read the badges? I thought the badge is tied into a database system from the show host.

Answer: No, for most shows all the attendee's contact information is embedded directly into the 2D barcode or magnetic stripe. The Lead Wizard will include whatever the attendee entered in when registering for the show. And will include whatever contact information show management has chosen to provide exhibitors, example. Company, contact, address, phone, e-mail etc.

Question: How do I know if my shows are compatible before I decide to purchase the Lead Wizard?

Answer: The Lead Wizard works with the vast majority of lead retrieval providers. We will provide you free show research so you know before you purchase if your shows are compatible. If you would like us to research your shows, you may download and fill out this [Trade Show worksheet](#) and send to: info@leadwizard.com or call customer service 877-279-2105.

Question: How do I verify Show compatibility after I have purchased?

Answer: If you have a question whether a particular show is compatible before you exhibit, simply cross reference the name of the registration company located in the exhibitors manual you receive prior to the show. Look for the order form for a "lead retrieval rental" or similar document and cross reference that company's name to the [Lead Wizard Compatibility Reference Sheet](#). Which you can [download here](#) or contact customer service at (877) 279-2105 ext. 2. If the registration company you are looking for is not listed on the "compatibility reference sheet, please call customer service. You can also purchase the business card scanner and Lead Wizard software for your laptop as a backup lead retrieval system. The business card scanner with software is \$250 when purchased with any system over \$899.

Question: Is the Lead Wizard systems compatible with Macintosh?

Answer: The portable versions of the Lead Wizard are compatible with Macintosh systems, Pocket Mac syncing software is required to achieve compatibility a copy of the software can be purchased directly from Pocket Mac. Unfortunately at this time the Lead Wizard laptop versions are not compatible with Macintosh.

Question: What format are the leads in and can I import my leads into Act, Goldmine, or Salesforce?

Answer: The leads are in a CSV text format (tab delimited text file). You can easily bring the CSV file into Excel. From there you can import them into almost any CRM system including ACT, Goldmine, and Salesforce.

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Question: How does the 20 Day Trial work?

Answer: The Lead Wizard comes with a “20 day trial Period”. You have 20 days from the date the Lead Wizard was shipped to your shipping address to call and request a RMA authorization number for return. Once an RMA number is received the Lead Wizard unit must be returned within 10 days of receiving the RMA number. You will receive a full refund minus S/H and \$250 restocking fee.

Question: What about upgrades, do I have to pay for them?

Answer: If Lead Wizard comes out with new versions of the software you will get them for free for the first year after the first year there is an optional yearly maintenance fee of \$99. However, if you decide that you would like the Pro Lead Wizard software instead of the Basic software you initially ordered, then you would be charged the price difference between the two software versions.

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Question: How soon should I place an order if I want to try the Lead Wizard at my next show?

Answer: As always the sooner the better, we have customers that will order there Lead Wizard months in advance and then just request for us to receive in hand on a certain date. No payment to the customer account actually gets processed until the product has been shipped. Depending on our quantities on hand we may be able to ship the following day you place your order. On some occasions same day shipping may be available at an extra expense.

For additional Questions, Concerns or to place your order— please contact:

(877) 279-2105
or info@leadwizard.com

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