

# 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 South Florida Condo, HOA & Co-op Expo'. The page title is 'The South Florida Condo, HOA & Co-op Expo' with the tagline 'Where buildings meet services'. The URL is 'http://fl-expo.com/ForExhibitors.aspx'. The page features a navigation menu with links: home, who's exhibiting, floor plan, events, location, for exhibitors, and contact us. The event details are: Thursday, December 6, 2012 10AM-5PM at Greater Fort Lauderdale/Broward County Convention Center. The main content area is titled 'Visited Companies' and lists companies visited at the expo, categorized by service type. The categories and companies listed are: Attorneys (Mezzacca & Kwasnik, LLC; Stark & Stark), Management (Wentworth Property Management Co.), Security (EPIC Security Corp.), Telecommunications (Time Warner Cable), and Windows (Renewal By Andersen). A sidebar on the right lists Corporate Sponsors: STARK & STARK ATTORNEYS AT LAW, Renewal by Andersen WINDOW REPLACEMENT, Dream House Windows Siding & Doors, WENTWORTH Property Management Corp., TIME WARNER CABLE, EPIC SECURITY, Association Advisors, MEZZACCA & KWASNIK, LLC Attorneys at Law, NATIONAL CONDO ADVISORS, LLC, and TAYLOR MANAGEMENT COMPANY. The footer contains additional navigation links: home, who's exhibiting, floor plan, events, location, for exhibitors, terms & conditions, contact us, exhibitor home, checklist, ROI Boot Camp, terms & conditions, and help & support. The page footer also includes the text: 'The South Florida Cooperator 102 Madison Ave., New York, NY 10016 Phone: 212-883-6700'.